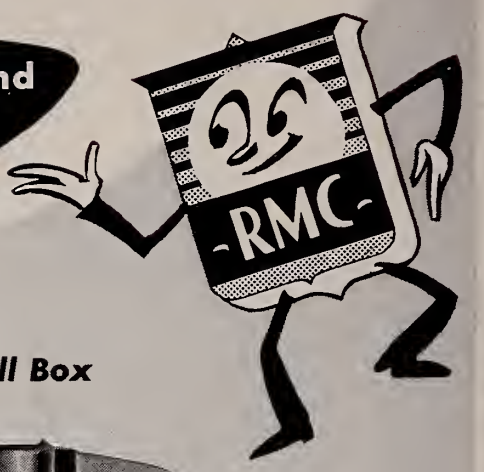
THE CASH BOX

VOLUME 13 APRIL 12, 1952 NUMBER 29

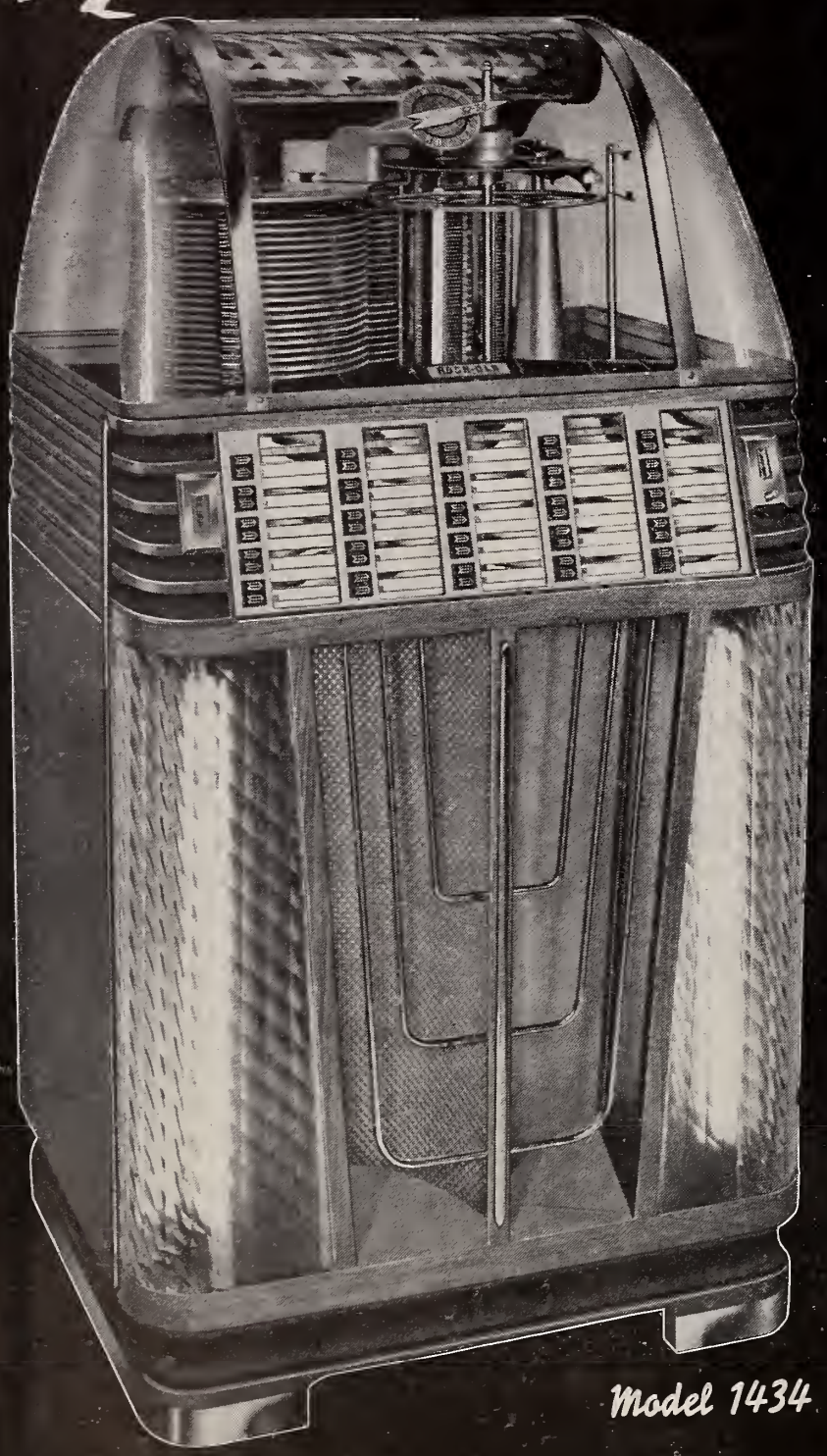
Ed Wurgler, Wurlitzer sales manager, with an assist from the Chez Ami girls, proudly displays the new Wurlitzer 1500. Picture was taken during factory meeting when new line was presented to Wurlitzer distributors. New phono, described as the "Topper" and presented with a top-hat theme, offers 104 selections from 45 and 78 RPM records played intermixed, automatically. Line bowed to operators on National Wurlitzer Days—April 6th and 7th.

all star the new ROCK-OLA profit twins!

Designed with the operator in mind
— to make more money!



Rock-Ola Super Rocket Phonograph



Model 1434

- ★ Time-tested and praven trauble-free recard changer. Fewer operating parts. Flaating mechanism chassis. Plays bath sides af 25 recards—offering 50 Selectians. Easily adapted to 33⅓ ar 45 R.P.M. by means af inexpensive canversian kits. Dual Matars ta increased efficiency featuring new twin reversible turntable mator for langer life.
- ★ Sturdy waad cabinet—steel daar frame—lavish plastics—bright trimmed base—new sparkling lighting effects.
- ★ Super Racket amplifier has receptacle wired far remate valume cantral plug-in. A 500 ohm line autput far auxiliary speakers. Bass campensated valume cantral—individual three paint treble control and three paint bass cantrol. Speaker is large 15″ high fidelity auditorium type.
- ★ Accumulatar electrically aperated—pasitive action. Can easily be adjusted fram canventianal play ta one play far 10c, three plays for 25c, ar several ather cambinatians as the aperatar desires.
- ★ Dual matched-cartridge tone arm. Cartridges nat affected by high temperatures ar humidity. Operating pressure af ½ aunce far 78 R.P.M., 6 grams far 33⅓ or 45 R.P.M. Needles are easily remaved for replacement.

Rock-Ola Universal
50 Selection Wall Box

Model 1542

- ★ One three-wire cable carries pawer far bath selectians and lights.
- ★ Pragram pages snap inta positian lining up title strips with large fingertip selectar buttans far simple, positive, *single button* selectian.
- ★ Accumulatar . . . electricaily aperated positive actian. Can easily be adjusted ta ane play far 10c, three plays for 25c, ar several other combinatians as the aperatar chaases.
- ★ Dual title strips simplify servicing by praviding a single card for each recard. Entire program assembly snaps aut far easy title strip change.
- ★ Accumulates a maximum of 33 Credits.
- ★ Multi-Selective—chaice made after credits are registered.
- ★ Oversize cash box holds up ta $50.00. Tatal bax aperating wattage . . . 40 watts, 24 valts. A. C.
- ★ Brilliantly illuminated pragram.
- ★ Height 14½ inches, width 11 inches, depth 7 inches.

ROCK-OLA Manufacturing Corporation
800 North Kedzie Avenue • Chicago 51, Illinois

Both — NOW AT YOUR ROCK-OLA DISTRIBUTORS

THE CASH BOX

Volume 13, Number 29

PUBLISHED EVERY WEEK BY
The Cash Box Publishing Co., Inc.

New Type Amusement Idea

WURLITZER *Lifts the Lid on*
OPERATOR PROFITS

WITH THE *Most Magical* PHONOGRAPH EVER BUILT

publishers.

overcome. Yet, a suggestion is made here in

scores, as the case may be.

The WURLITZER Series Fifteen Hundred

It's the Topper in Record Selection

FIRST COIN-OPERATED PHONOGRAPH TO PLAY MORE THAN 100 SELECTIONS

Wurlitzer presents its phenomenal new Fifteen Hundred, confident that you will acclaim it the most beautiful, colorful, versatile, magical phonograph ever built. That it will prove the most profitable on location is equally obvious for it is literally alive with money-making features.

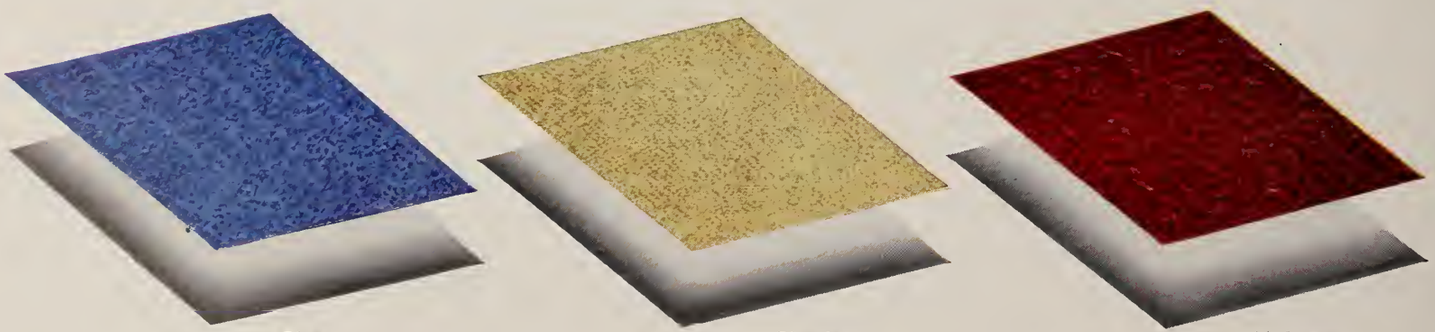
First off—it tops them *all* in number of records—*plays 104 selections*—the greatest array of tunes to tempt all musical tastes in the history of this business—the greatest money-making feature ever offered you as an operator. But, that isn't all—

It's the Topper in Versatility

FIRST PHONOGRAPH TO AUTOMATICALLY PLAY 45 AND 78 RPM RECORDS INTERMIXED

Think what it means to you. One phonograph that plays 45 and 78 RPM records mixed! Never in history has it been possible. Now it is, thanks to still another sensational example of Wurlitzer leadership—the WurliMagic Brain. By sheer mechanical magic it enables you to mix up any combination of fifty-two 45 and 78 RPM records throughout the twin tray stacks.

Whichever record is selected will play. What's more, with a simple change of the idler wheel, this wondrous Wurlitzer Fifteen Hundred will play 33⅓ RPM records—can give you 26 hours of continuous play. Unheard of versatility, yet, no extra kits—no extra cost. The WurliMagic Brain is a built-in feature of the Wurlitzer Fifteen Hundred included in its base price.



Blue Blonde Mahogany

Cabinet available as Model Fifteen Fifty, covered with scuff-proof, water-proof, alcohol-proof Textileather in blonde, blue or mahogany finishes shown here.

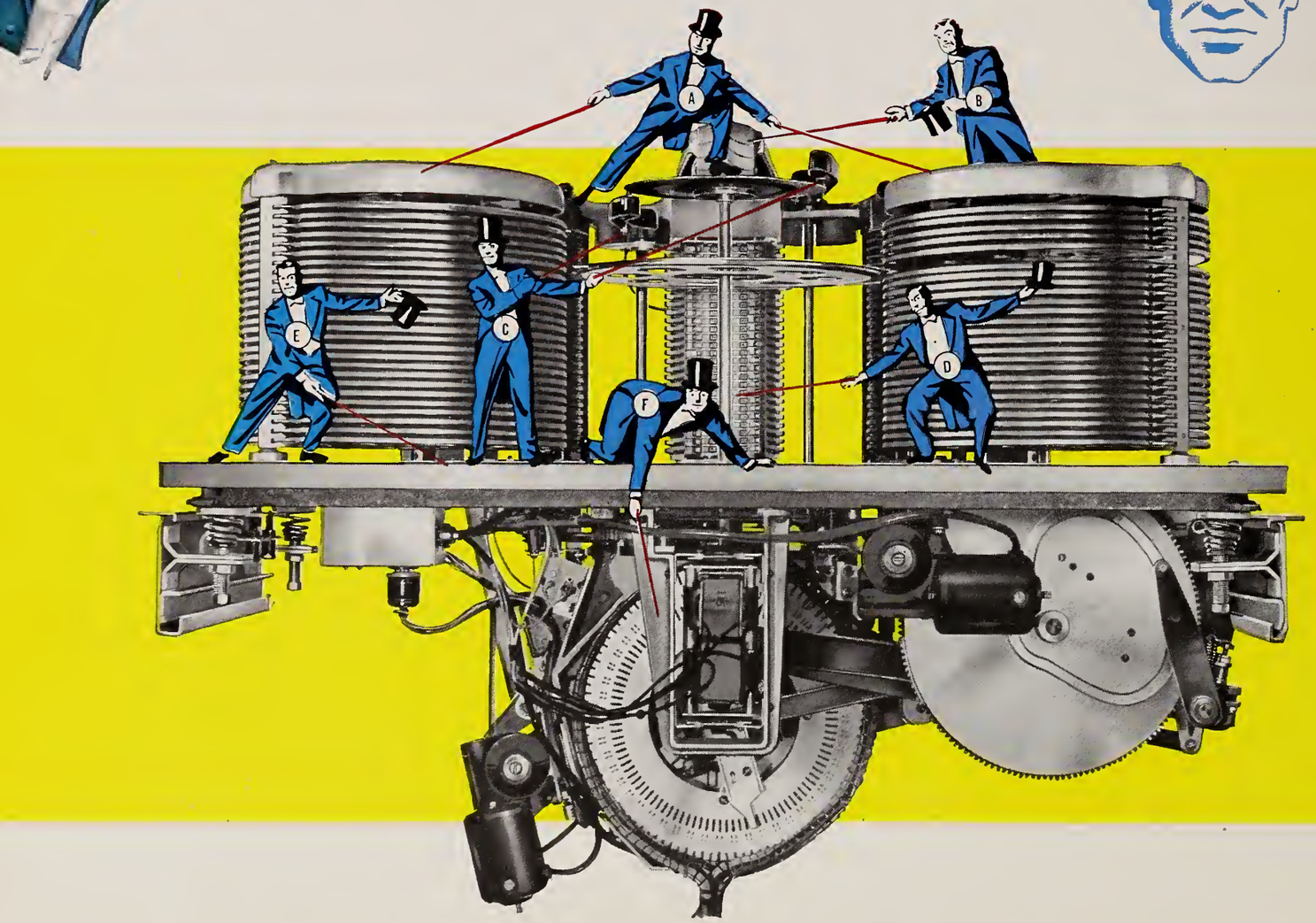
WURLITZER
POLKAS and SPECIALTIES
CLASSICAL and OLD FAVORITES
WESTERNS and FOLK TUNES
A
B
C
D

Model 1500

It's the Topper for Ingenious Engineering

FEATURES THE SENSATIONAL

WURLIMAGIC BRAIN



(A) TWIN TRAY STACKS—each holds 26 intermixed 45 and 78 RPM records in any combination desired. All you do is place the records on the trays. Fifty-two positioning spacers for 45 RPM records are provided. Freedom from warping and chipping assured.

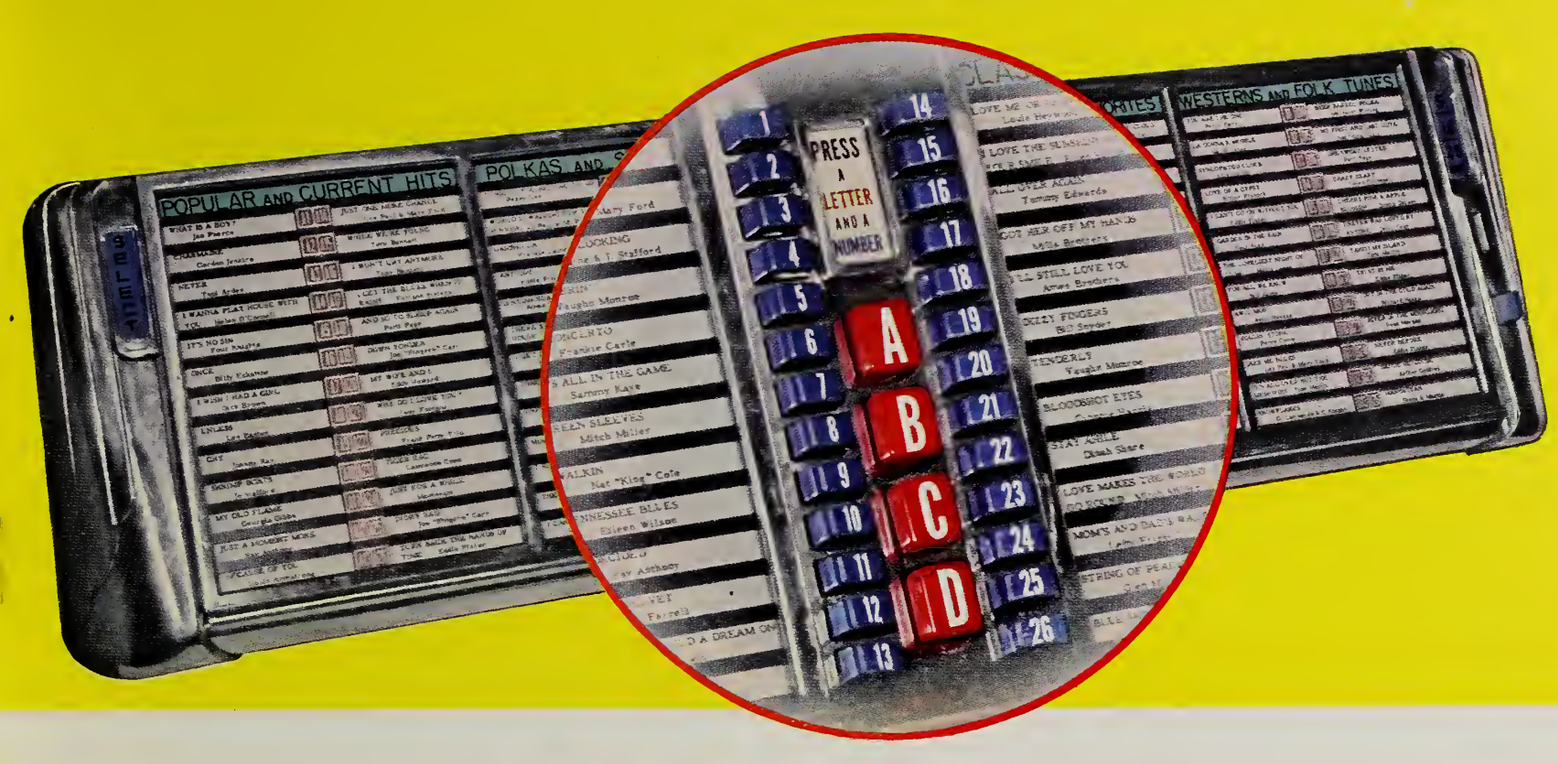
(B) WURLIMAGIC BRAIN, the mechanical miracle that enables the fabulous Wurlitzer Fifteen Hundred to play 45 and 78 RPM records automatically and interchangeably. You place the records on the trays. Leave the rest to the WurliMagic Brain. Activated by the size of the hole in the record, it not only properly positions the tone arm, but ingeniously chooses the correct turntable speed. No kits to buy. No adjustments to make. The built-in, fool-proof Wurlitzer WurliMagic Brain does its own thinking—and it thinks in terms of MORE MONEY FOR YOU.

(C) TWIN LOW-INERTIA TONE ARMS WITH ZENITH COBRA STYLUS—another Wurlitzer exclusive. They reduce surface noise to an amazingly low level—bring out the full brilliance of the new microgroove records. Separately suspended from each side of the chassis frame, each stylus follows with the record—doesn't buck it. Better tracking assures truer fidelity, less skipping on warped records and longer record life.

(D) TWIN PLAYMETERS serve the twin stacks. Each registers up to 60 selections per record, is read from the front, enables you to program your phonographs for maximum play and profit.

(E) CAST CHASSIS BASE, precision machined, won't warp or bend. Assures permanent alignment and ready interchangeability of parts.

(F) VIBRATION ABSORBING TURNTABLE MOTOR MOUNT. The dual reversible turntable motors are suspended in free floating rubber shock mounts. Scientifically designed to eliminate the wows and rumbles caused by turntable vibration.



It's the Topper in Simplified, High-Speed, Fool-Proof Record Selection

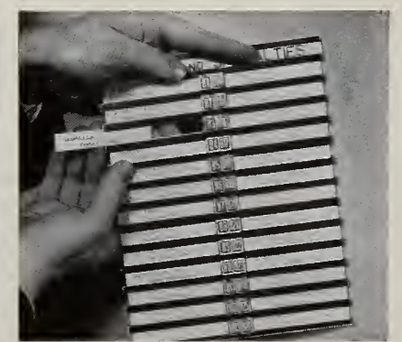
Record selection on the Wurlitzer Series Fifteen Hundred reaches a new peak of perfection. The 104 selections are divided into four dual sections of 26 tunes each. Sections are classified alphabetically A, B, C, D. Tunes are numbered 1 to 26 in each panel. Patron selects by depressing one letter and one number for each tune desired. No selection errors are possible. Each button locks down until selection is registered by the phonograph mechanism. All buttons are grouped on center panel, making it easy for the patron to read—easy for you to service. By removing four screws and pulling four plugs, the entire selector assembly lifts out in one unit.

The Series Fifteen Hundred's four dual program sections can be divided into 8 program classifications, giving you the greatest program flexibility ever offered on any phonograph—a wider opportunity to tailor your music to the location's needs—a bigger opportunity to land more locations—an outstanding opportunity to make more money in every location on your route.

A Cinch to Program, too

Translucent plastic program holders snap into doors, hinged at bottom, that automatically unlock when the dome is lifted.

Frame holding 26 program slips lifts out. Top and bottom tune on each record contained on a single line of the program holder.



When changing a record, you remove only the slips for that record. You can change records one at a time without disturbing other program slips.

It's the Topper for Service-Saving, Play-Stimulating, Money-Making Features

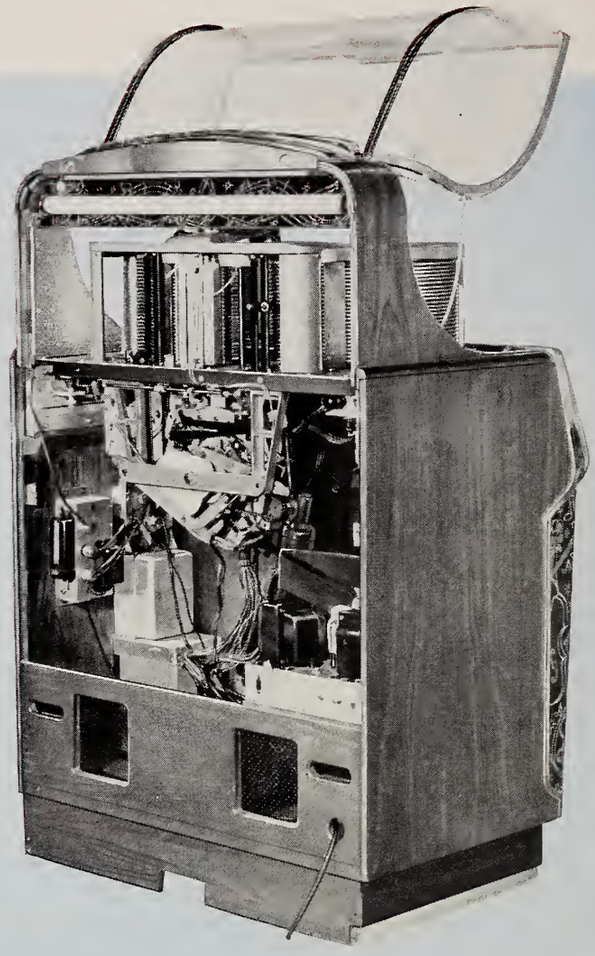
HIGH-SPEED ACCESSIBILITY

The Fifteen Hundred Series puts the accent on service accessibility. Dome lifts up and latches to make record changing a cinch. Record slip replacement is easier, faster than ever. Selector mechanism and wiring lifts out as a unit. Access to the cabinet is through the large, removable rear panel with four hand holes, plus a removable front section of the record changer shelf. The chassis slides out from the back of the cabinet for high-speed service with Wurlitzer's time-saving Quick-as-a-Flash replacement units.

Three-point caster suspension compensates for uneven floors. Coin banking mechanism permits use of any number of coins up to 20 plays, with selections made *after* coins are deposited. It eliminates non-registration complaints—is adjustable to 3-for-25c or 6-for-25c or other combination play.

Super-size coin box, largest in the industry, holds over $200 in assorted coins—reduces frequency of collection calls on those top spots.

Combination amplifier and junction box saves space, is equipped with fader and matching transformer for connecting auxiliary speakers, provides socket for installation of famous Wurlitzer Volume Level Control.



SERIES *Fifteen Hundred* SPECIFICATIONS

HEIGHT: 59⅜"; **WIDTH:** 38⅛"; **DEPTH:** 27⅞".

WEIGHT: 470 lbs. Packed for shipment 540 lbs.

COIN EQUIPMENT: Single coin entry—5-10-25c—three-in-one magnetic slug rejector—Wurlitzer coin register mechanism—on-off automatic coin return.

RECORD CHANGER: Provides 104 selections from fifty-two ten-inch 78 RPM and seven-inch 45 RPM records intermixed. Playmeter included.

SOUND SYSTEM: New Model 516 Amplifier includes pre-amp., volume, dual tone and fader controls.

TONE ARMS: Two low pressure tone arms with Zenith Cobra Stylus cartridge.

WATTAGE: Standby lighting 93 watts. Operating wattage of complete phonograph 275.

LIGHTING: One 25-watt, two 20-watt and two 14-watt standard fluorescent tubes.

NUMBER OF SELECTIONS: One hundred and four.

TYPE RECORDS PLAYED: 78 RPM and 45 RPM or, with conversion kit, 33⅓ RPM 10" records.

CABINET FINISH: Choice of polished walnut or optional colors of Texileather.

REMOTE: New one hundred and four selection wall box, Model 5204 available. Will use any Wurlitzer 3 or 4 wire, 24 or 48 selection wall box with an adapter.

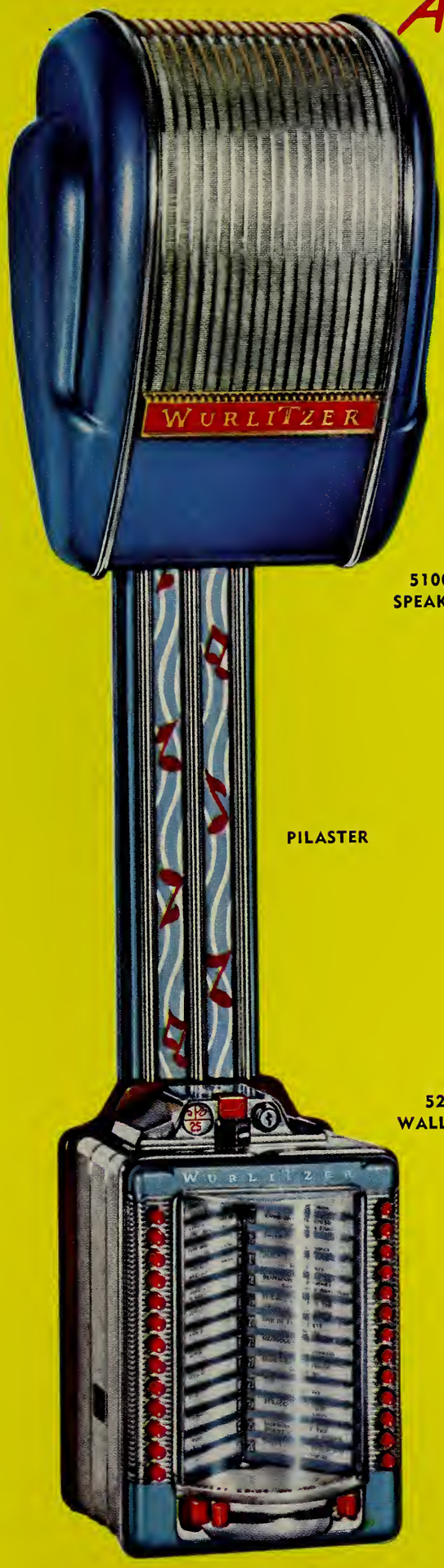
SPEAKERS: Will use any present Wurlitzer speakers.

TUBE COMPLEMENT: 1 type 6J5, 1 type 5U4G, 2 type 6L6G, 2 type 6SJ7, 1 type 6SN7/GT.

Specifications and trim subject to change without notice.

A Brand New Topper in Wall Boxes, too

with Rotating Pages for Easy Selection of Complete Program — Single Button Selection



WURLITZER ADJUSTABLE WALL PLAQUE
adjusts from 46" to 57"
to meet specific location requirements.

Ideal companion for Wurlitzer's Series Fifteen Hundred phonographs is this magnificent, new 5-10-25c Model 5204 Wall Box. Customer flips four rotating program panels like the pages in a book. Each panel is lettered A, B, C or D to correspond with selector panels on the phonograph. Each panel lists 13 tunes per side that line up with single push buttons which automatically make the proper contact.

The famous Wurlitzer Wall Box mechanism is readily accessible and easily removable. The gorgeous metal and iridescent powder blue and silver plexiglass case has "see deep" decorations and red tenite push buttons. An ensemble of mechanical perfection and play attracting beauty.

COIN EQUIPMENT: Single 5-10-25c coin entry with magnetic slug rejector and accumulator—convertible to 1 play for 10c, 3 plays for 25c or 6 plays for 25c.

SIZE: 59 3/8" high, 38 1/8" wide, 27 7/8" deep.

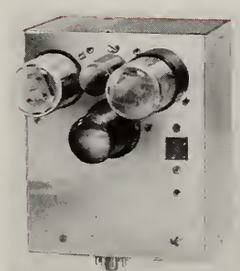
WALL BOX MAY BE USED ALONE OR IN CONJUNCTION WITH SPEAKERS 5100 OR 5110 BY USE OF ADJUSTABLE WALL PLAQUE

For separate rooms requiring a completely selective music unit, you can assemble your own wall box-speaker combination by joining Model 5204 Wall Box with either Wurlitzer Model 5100 eight-inch Speaker or Model 5110 twelve inch Speaker with a Wurlitzer Adjustable Wall Plaque.

Attractively finished with bright beaded molding and powder blue plastic background with decorative red musical notes, this plaque, with two rubbed walnut mountings for the wall box and speaker, is all you need to assemble this colorful combination into a single, strikingly beautiful unit.

ELECTRONIC VOLUME LEVEL CONTROL

Another Wurlitzer exclusive. Installation of this electronic unit maintains an even sound level for all records whether they are high or low volume. No sacrifice of record brilliance. No necessity for manual volume control. Amplifier socket provided for easy plug-in.



Continued as companion Models to the brilliant 1500 Series

The Forty-Eight Selection

WURLITZER

MODELS 1400 – 1450

The sensational acceptance of the 24-record, 48-selection All-Speed Wurlitzer Models 1400 and 1450 has proved that they fill a broad, definite need. That need continues to exist and, by popular demand, production of these models will be maintained.

The Fourteen Hundred Specifications

HEIGHT: 57⅛ inches. **WIDTH:** 34½ inches. **DEPTH:** 27⅝ inches.

WEIGHT: 350 lbs.—425 lbs. approx. for shipment.

COIN EQUIPMENT: Single coin entry —5-10-25c—three-in-one magnetic slug rejector—Wurlitzer coin register mechanism—on-off automatic coin return.

RECORD CHANGER: Provides 48 selections from ten-inch or seven-inch records with quick change feature. Adaptable to any speed now in use. Playmeter available.

SOUND SYSTEM: Model 514 Amplifier includes junction box components, preamp., volume, dual tone and fader controls.

TONE ARMS: Two low pressure tone arms with Zenith Cobra Stylus cartridge.

WATTAGE: Lighting—80. Complete phonograph—290.

LIGHTING: Four 20-Watt fluorescent tubes.

NUMBER OF SELECTIONS: Forty-eight.

TYPE RECORDS PLAYED: 78 or 45 or 33⅓ RPM.

CONSTRUCTION: Rugged metal and wood combined for long life.

REMOTE: 48-selection wall boxes. Previous wall boxes will play 24 selections.

AUXILIARY SPEAKERS: Will use any present Wurlitzer speakers.

TUBE COMPLEMENT: 1 type 5U4G, 2 type 6L6G, 1 type 6SN7/GT, 1 type 6J5, 2 type 6SJ7.

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N.Y.

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THE CASH BOX covers the coin operated machines industry, and all allied to this industry in any fashion whatsoever, throughout the United States, Canada, Central and South America, Africa, Japan, Hawaii, Philippine Islands, and other Asiatic and Pacific countries, as well as certain European nations. *The Cash Box* is on hand at various American consular offices throughout the world. This coverage includes operators, jobbers, distributors and manufacturers and all allied to:—automatic coin operated music equipment; automatic coin operated vending and service machines; as well as coin operated amusement equipment; in all divisions. The music and record fields, recording artists, publishers of music, disc jockeys, radio stations, and all others in any fashion identified with, or allied to, the coin operated music machines industry are completely covered. Manufacturers and distributors of various merchandise, parts, supplies, components and all materials used in the coin operated vending, music and amusement fields are covered by *The Cash Box*. Banks, finance firms, loan organizations and other financial institutions, expressly interested in the financing of coin operated machines of all types, are covered by *The Cash Box*.

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"THE CONFIDENTIAL PRICE LISTS"

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CORRESPONDENTS IN LEADING CITIES THROUGHOUT THE UNITED STATES

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New Type Amusement Idea

"Hammer Away"

One of the big problems facing the amusement games division of the industry is not only a lower priced product to bring about a tremendous revival in the field, but even more important, origination of a "new type amusement" which will meet with the approval of those communities as to what they believe can be called "pure coin operated entertainment."

This problem has caused many and many an inventive mind to almost crack with consistent concentration, as well as with continual experimentation, seeking such a product, as well as attempt, so doing, to bring the manufacturing cost of such a new product down to a point where the average operator would be more than happy to purchase in large quantity, while new blood could also be brought into the business in greater numbers, because of the lower price.

Many are in the process of experimenting with one type of new equipment or another in an effort to bring about a solution to this problem.

All will agree that there is a definite trend to what is called the "athletic-type" amusement. This was brought into the overall picture of the coin operated entertainments industry by the shuffle games.

In short, players today like the thrill of actually extending themselves physically, as well as demonstrating their skill, in playing any product. As was reported here some weeks ago, the shuffle games just keep right on shuffling along, because the public likes this sort of amusement.

Perhaps the biggest of all the problems facing the inventive engineering minds in the amusement field is to somehow create a game which will not look like any other game now on the market.

It is a well known fact that, in a great many large communities, such as New York, Cleveland, Detroit, Atlanta, and many, many others, everywhere in the nation, any game which features a plunger with which to propel the ball around the playing field, is bound to be looked upon disfavorably by the licensing authorities.

This is an extremely difficult problem to overcome. Yet, a suggestion is made here in this editorial in *The Cash Box* which may help to bring about an entirely new trend of thought in this direction.

It may help some inventive mind in the industry bring to the field an entirely new type amusement which could be used in those territories where the sight of the plunger alone seems to condemn a product whether that product, is or is not, pure amusement in every fashion.

Why not then remove the plunger? Why not allow the ball to come up and show part of it sticking out from a hole in the cabinet? Then use a small hammer, or mallet, to hit the ball up the playing field, which actually allows the player to propel the ball in the very same fashion that he now propels it with a plunger?

"Hammer Away," might even be the name of such a game.

Using not only the steel balls popular now, but, maybe larger sized cabinets featuring larger sized wood balls and have a larger sized wooden or hard rubber mallet to hammer the ball up the playing field?

The skill enters into how hard, or how easy, the player hits the ball with the mallet to get it going up the playing field, off the rebound and back down the board again.

Almost everyone has seen those little steel hammers hanging off fire boxes and have read, "break glass with hammer," etc. This small sized hammer would probably work in the case of a steel ball. This hammer, too, would be chained to the cabinet.

In short, "Hammer Away." Have lots of fun so doing. But, what's most important, eliminate the very thing which seems to hold back some city licensing authorities from approving certain type amusement products: the plunger.

In short, there's the same game, but, without the plunger.

With the "feel" of the ball left to the player's skill with a small hammer or mallet. Allowing him to, manually, hit the ball itself with this hammer (hammer away) and send the ball up the playing field to rebound down onto the board itself and, by his control of the hammer, arrange for higher or lower scores, as the case may be.

THE NATION'S
TOP TEN
PLUS
THE NEXT
15
JUKE BOX TUNES
The Top Ten Tunes Netting Heoviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.
THE CASH BOX

		CODE		
AB—Abbey	CO—Columbia	IN—Intro	MO—Modern	SA—Savoy
AL—Aladdin	CR—Coral	JU—Jubilee	NA—National	SIT—Sittin' In
AP—Apollo	DA—Dana	KI—King	OR—Oriole	SP—Specialty
AT—Atlantic	DE—Decca	LO—London	PE—Peacock	TE—Tempo
BU—Bullet	DY—Derby	ME—Mercury	PR—Prestige	TN—Tennessee
CA—Capitol	FE—Federal	MG—MGM	RA—Rainbow	UN—United
CH—Chess	4 Star—Four Star		RE—Regent	VI—Victor

Pos. Last Week

1 — **WHEEL OF FORTUNE** — **KAY STARR** — Pos. Last Week: 1

CA-1964 (F-1964)—Kay Starr
CR-60650 (9-60650)—Jimmy Scott
DE-27967 (9-27967)—Arthur Prysock
DE-48280 (9-48280)—Helen Humes
DY-787—Sunny Gale & Eddie Wilcox O.
KI-1051 (45-1051)—Jimmy Thomason
ME-5779 (5779x45)—Bobby Wayne
VI-20-4349 (47-4349)—Johnny Hartman
VI-20-4520 (47-4520)—Bell Sisters

2 — **CRY** — **JOHNNIE RAY** — Pos. Last Week: 2

CA-1875 (F-1875)—Four Knights
CR-60592 (9-60592)—Eileen Barton
DE-27857 (9-27857)—Paul Chapman
KI-15145—Alan Holmes
LO-1169 (45-1169)—Vera Lynn
ME-5749 (5749x45)—Georgia Gibbs
MG-11113 (K11113)—Bill Farrell
OK-6840—Johnnie Ray
VI-20-4388 (47-4388)—June Valli
VI-20-4406 (47-4406)—Bob Williams

3 — **BLUE TANGO** — **LEROY ANDERSON** — Pos. Last Week: 6

CA-1966 (F-1966)—Les Baxter
DE-27875 (9-27875)—Leroy Anderson
DE-28031 (9-28031)—Guy Lombardo
ME-5817 (5817x45)—Xavier Cugat
VI-20-4518 (47-4518)—Hugo Winterhalter

4 — **TELL ME WHY** — **FOUR ACES** — Pos. Last Week: 3

CA-1929 (F-1929)—Norman Kaye
CR-60625 (9-60625)—Horace Bailey
DE-27860 (9-27860)—Four Aces
DE-27926 (9-27926)—Roberta Lee
ME-5767 (5767x45)—Ralph Marterie
ME-8267 (8267x45)—Dinah Washington
VI-20-4427 (47-4427)—Four Tunes
VI-20-4444 (47-4444)—Eddie Fisher
KI-4515 (45-4515)—The Swallows

5 — **ANYTIME** — **EDDIE FISHER** — Pos. Last Week: 4

CA-1895 (F-1895)—Helen O'Connell
DE-27972 (9-27972)—Sy Oliver O.
VI-20-2700—Eddy Arnold
VI-20-4359 (47-4359)—Eddie Fisher

6 — **BLACKSMITH BLUES** — **ELLA MAE MORSE** — Pos. Last Week: 8

CA-1922 (F-1922)—Ella Mae Morse
CO-39671 (4-39671)—Harry James O.
CO-20907 (4-20907)—Leon McAuliffe
DE-27972 (9-27972)—Sy Oliver O.
DE-27968 (9-27968)—Bill Darnel
MG-11171 (K11171)—Art Mooney O.
VI-20-4532 (47-4532)—Elton Britt

7 — **PLEASE, MR. SUN** — **JOHNNIE RAY** — Pos. Last Week: 5

CA-1966 (F-1966)—Les Baxter
CO-39636 (4-39636)—Johnnie Ray
CR-60647 (9-60647)—Georgie Auld
DE-27946 (9-27946)—Bill Kenny
MG-11134 (K11134)—Tommy Edwards
VI-20-4453 (47-4453)—Perry Como

8 — **THE LITTLE WHITE CLOUD THAT CRIED** — **JOHNNIE RAY** — Pos. Last Week: 7

CA-1892 (F-1892)—Lou Dinning
DE-27893 (9-27893)—Roberta Lee
ME-5761 (5761x45)—Herb Lance O.
OK-6840—Johnnie Ray

9 — **PERFIDIA** — **FOUR ACES** — Pos. Last Week: —

CA-2023 (F-2023)—Ben Light
CA-2019 (F-2019)—Bob Savage
CO-35962 (4-35962)—Benny Goodman
CR-60693 (9-60693)—The Mulcays
DE-25483 (9-25483)—Tony Martin
DE-27987 (9-27987)—Four Aces
ME-5589 (5589x45)—Jan August
VI-42-0157—Glenn Miller

10 — **HAMBONE** — **FRANKIE LAINE & JO STAFFORD** — Pos. Last Week: —

CO-39672 (4-39672)—Frankie Laine & Jo Stafford
DE-28057 (9-28057)—Tommy Dorsey O.
OK-6862—Red Saunders
VI-20-4584 (47-4584)—Phil Harris & Bell Sisters

11) BROKENHEARTED. 12) BERMUDA. 13) A GUY IS A GUY. 14) PITTSBURGH, PENNSYLVANIA. 15) BE MY LIFE'S COMPANION. 16) TIGER RAG. 17) SLOW POKE. 18) GANDY DANCERS' BALL. 19) FORGIVE ME. 20) I'LL WALK ALONE. 21) AY-ROUND THE CORNER. 22) AT LAST. 23) COME WHAT MAY. 24) DANCE ME LOOSE. 25) TULIPS AND HEATHER.

Rootin' Tootin' Shootin' 45s Lead The Way

Ops Switch To Longer Lasting, Easier Storing, Quicker Servicing 45 RPM Disks

As far as single pop records are concerned, the future belongs to 45 RPM.

Last week, in a widely circulated interview, John W. Haddock, president of AMI, said that in his opinion, the 45 RPM disk would ultimately be used exclusively for the recording of popular music and supplant the 78 RPM disks which now dominate the record field.

This week, throughout *The Cash Box*, you will notice a number of announcements introducing the new Wurlitzer machine, which has taken one step forward in the use of the 45 speed by permitting operators to mix 45s and 78s in the same juke box.

Almost every week the announcement comes of another radio station that has converted to a complete 45 system.

Everywhere the picture is becoming clearer. 45s are shooting their way to the top.

The juke box operator throughout the nation is accepting the 45 speed with open arms, for it meets his requirements in far better fashion than the 78 ever could. A 45 disk is made of some vinyl material and therefore lasts longer. The records are smaller and so are more easily stored and handled, and make for quicker servicing.

But most importantly, the 45 will stand up under an amount of play which a 78 could not possibly take. As Mr. Haddock stated, "78s must be replaced after a couple of hundred plays because of wear, whereas 45s are in good condition after even a thousand or more plays."

And to add the final touch to the picture, 45s cost no more than 78s.

Perhaps the greatest stimulant to the acceptance of the new speed in the juke boxes of the nation, has been the trend to the larger machine. As they grew from a capacity of 12 to 24 to 36 to 50 and now to 52 records, it became evident that a smaller, lighter, longer playing disk would have to be used. The 45, in its development, has met all of these requirements.

A few years back, when the 45 and 33 speeds were introduced at practically the same time, the entire record industry was in turmoil, wondering how these new factors would affect record merchandising, wondering where each one would fit in.

Now the problem has been solved. 33s lend themselves best to classical records, show albums etc., while 45s have taken the lead in the pop field.

From here on in, we can expect to see the switch to 45 come even faster than before. It's unlikely that any new phonograph will henceforth be manufactured without at least some provision for the new speed. We can expect to see one radio station after another announce its conversion to 45. And it's certain that all record companies, even the smallest which serve only specialized markets, will from now on be putting out 45s as well as 78s.

The record market has examined the new factor of 45 RPM, tested it, found it useful and now has accepted it.

In a few years, we can expect the 45 speed to completely envelop the pop record market.

THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. WHEEL OF FORTUNE ..... Kay Starr (Capitol)
2. BLUE TANGO ..... Leroy Anderson (Decca)
3. AT LAST ..... Ray Anthony (Capitol)
4. BLACKSMITH BLUES ..... Ella Mae Morse (Capitol)
5. A GUY IS A GUY ..... Doris Day (Columbia)
6. PITTSBURGH, PENNSYLVANIA ..... Guy Mitchell (Columbia)
7. PERFIDIA ..... Four Aces (Decca)
8. PLEASE, MR. SUN ..... Johnnie Ray (Columbia)
9. ANYTIME ..... Eddie Fisher (RCA Victor)
10. TELL ME WHY ..... Four Aces (Decca)

Bob Watson (WSB-Atlanta) veteran 25 year old "Platter Party" jock, last week presented the 55th guest of his twice weekly series "DJ-USA" which promotes DJs in general as show business factors. To salute spinners, he presents a different one each Tuesday and Thursday on tape. Five of his guests thus far have been invited from ranks of Army DJs of the AFRS who, Watson says, are "DJs USA" in the keenest sense." . . . **Jim Grohman,** formerly with WCAU, Philadelphia, where he caused quite a controversy as to whether his voice was that of **Arthur Godfrey,** under a new name, or actually his own, has returned to his home town. He will deejay at WMID, Atlantic City. Grohman will also continue as commentator on CBS-TV network show, The Big Top, emanating from Camden, N. J., each Saturday at noon. . . . **Murray Jordan** is announcing the Bea Kalmus TV Show at WPIX, New York City, on Wednesdays at 5 P.M. . . . **Sandy Taylor,** (WROW-Albany) leaves for the Army April 4th and writes "till we meet again—probably in 1954."

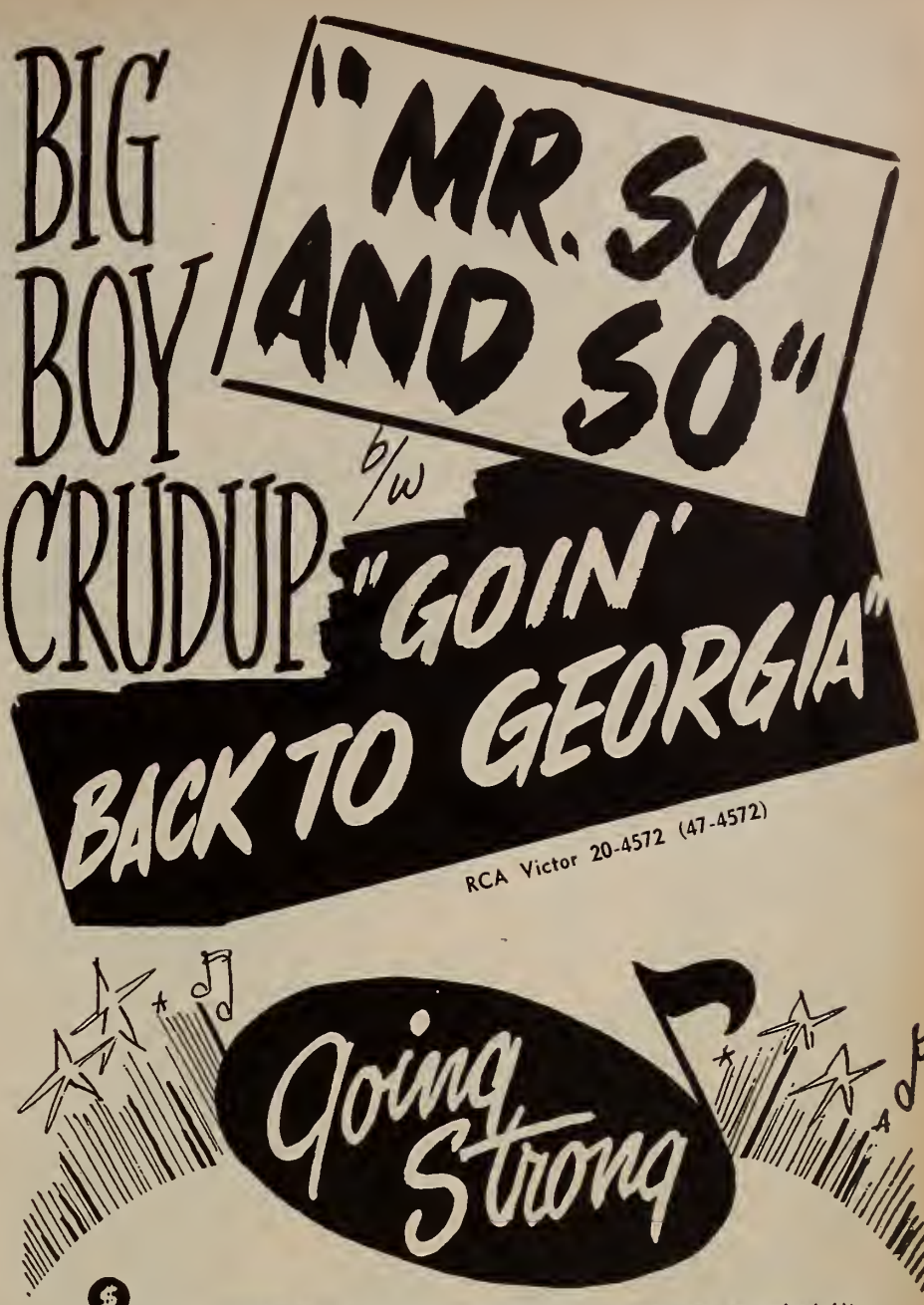
* * * * *

DICK WEBB
(WIVY—Jacksonville, Fla.)

Ray Starr (KWWL-Waterloo, Iowa) is running a three month promotion to find a Queen Of The Drive-In Markets in Iowa. Newspaper and Radio tie-ins will be arranged for artists and companies who will supply prizes for contestants. . . . **Karen Rich,** whose M.G.M. recording of "Baby Doll" is making people sit up and take notice, stopped in to visit **Dick Webb** on his "Housewife's Serenade" (WIVY-Jacksonville). . . . **Dick Booth,** formerly program director of WDAS, Philadelphia, is now General Manager of WWNR, Beckley, W. Va. . . . **Wayne Harris** (WCBT-Roanoke Rapids, N. C.) would like to have records from MGM and Columbia. . . . **Buddy Deane** (WITH-Baltimore) has just celebrated his first anniversary at WITH. For one whole year he had been doing the early morning show. Since he had to get up at ungodly early morning hours in order to be on the air in time, Buddy arranged with the station biggies for him to stay in bed late on the morning of his anniversary. Deane got the ok, but the show had to go on. The engineering staff moved into his home lock, stock and phonograph needles. The show went on with the good frau serving the celebration breakfast to Buddy in bed complete with interruptions from the milkman, paper boy, and the neighbors. Everyone had lots of fun and the novelty attracted plenty of attention.

* * * * *

Bob Murphy (WJBK-Detroit) filling in the old "**Jack The Bellboy**" spot at the station. . . . **Chuck Thompson** (WFOR-Hattiesburg, Miss.) adds to his chores a gag column hitting the newsstands this month in a national fan magazine (Country Song Roundup). Chuck is heard six days a week on his "Chuck N Elmer" early morning show featuring Elmer, the only real live chicken on a daily sponsored radio show. . . . **Leigh Kamman,** 1280 Club Bandmaster, broadcasts at a new time in the eastern zone—9 to 10:30 P.M. Monday through Friday and 9 to 11 P.M. Saturdays. The tone of the show leans to jazz, traditional to progressive. . . . **Brownie Seals** (KSTA-Coleman, Texas) does a three hour stint, one and one-half hours pop and the balance is folk tune requests. His mail runs from 700 to 1000 pieces a week. Brownie says "thanks for a mag which gives a straight look at the record biz. It helps a lot. Your editorials are of interest to jocks as well as juke operators. . . . The "Daily Hit Parade," deejayed by **Nelson King** (WCKY-Cincinnati), was selected by local authorities as one of the programs suitable for children. King can also be heard from 7:30 to midnight on the recorded hillbilly jamboree. . . . **Big Joe's** Happiness Exchange returned to the ether on March 31st. Broadcast will take place six times a week over WVNJ from the New Amsterdam Theatre, New York City. Big Joe will be heard from midnight to 5 A.M.



$ . . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

WEEK OF APRIL 5

$ **That's The Chance You Take / Forgive Me**
Eddie Fisher ..... 20-4574 (47-4574)*

$ **Any Time / Never Before**
Eddie Fisher ..... 20-4359 (47-4359)*

$ **Lady Love / Idaho State Fair**
Vaughn Monroe ..... 20-4611 (47-4611)*

$ **Tulips And Heather / Please, Mr. Sun**
Perry Como ..... 20-4453 (47-4453)*

$ **Blue Tango / The Gypsy Trail**
Hugo Winterhalter ..... 20-4518 (47-4518)*

$ **Tell Me Why / Trust In Me**
Eddie Fisher ..... 20-4444 (47-4444)*

$ **Perfidia / At Last**
Glenn Miller ..... 27-0157 (42-0157)*

$ **Hambone**
Phil Harris & The Bell Sisters ..... 20-4584 (47-4584)*

$ **Bermuda**
The Bell Sisters ..... 20-4422 (47-4422)*

$ **Got You On My Mind**
John Greer ..... 20-4348 (47-4348)*

$ **The Gold Rush Is Over**
Hank Snow ..... 20-4522 (47-4522)*

$ **Three Ways Of Knowing / When You Want A Little Lovin'**
Johnnie & Jack ..... 20-4555 (47-4555)*

$ **Slow Poke**
Pee Wee King ..... 21-0489 (48-0489)*

$ **Poor Whip-Poor-Will / Wheel Of Fortune**
The Bell Sisters ..... 20-4520 (47-4520)*

Egbert The Easter Egg
Roy Rogers ..... 45-5336 (47-0306)*

* 45 rpm cat. nos.

The stars who make the hits are on RCA VICTOR Records
RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA CAMDEN, NEW JERSEY

THE CASH BOX RECORD REVIEWS

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"I AM A HEART" (2:40)
"AND SO I WAITED AROUND" (2:58)
DICK HAYMES
(Decca 28087; 9-28087)
● Dick Haymes has one of his better sides on the first level. The singer has the talent and with the pretty tune he has here he could make a go of it. The under dish is a slow item that Haymes once again handles creditably. Al Lerner and his orchestra plus the Four Hits and a Miss add to the appeal.

"BE ANYTHING (BUT BE MINE)" (3:04)
"COME BACK" (2:52)
JACK HASKELL
(Coral 60686; 9-60686)
● A current plug tune is given ok coverage on the first deck by Jack Haskall and the Richard Maltby orchestra. The tune is sure to click and this might get a piece. The second level is a slow ballad with a waltz tempo and here too Jack delivers the sentimental lyrics meaningfully. Ops oughta check with the first one.

"EASY ON ME" (2:46)
"WAITIN' FOR THE EVENIN' MAIL" (2:30)
ROBERTA LEE
(Decca 28080; 9-28080)
● A slow ballad is delivered with a slight blues style by Roberta Lee on the initial end. Roberta does a good job on the lyrics with the help of the Blue Diamond Melody Boys. Flip is a rhythmic ditty that Roberta doles in a fitting fashion. Ops might wanna look.

"LITTLE TRAIN CHUGGIN' IN MY HEART" (2:10)
"THE BOOM SONG" (2:32)
JANE TURZY
(Decca 28062; 9-28062)
● A fast moving novelty number with train effects and all is bounced through in a spirited manner by Jane Turzy. Remo Biondi adds zest to the side with his musical accompaniment. The lower level is a similar sounding number that's done with a rousing rendition and here too the artist comes out ahead. Ops oughta take a good look.

"THAT'S THE CHANCE YOU TAKE" (2:44)
"IT DOESN'T MATTER WHERE I GO" (2:39)
TED STRAITER ORCHESTRA
(MGM 11212; K11212)
● A pretty ballad that may make some noise is given adequate coverage on the top level by the Ted Straiter orchestra. Both vocal and instrumental arrangement add to the appeal of the disk. The lower half is a slow, smooth number that gets a similar going over by the orchestra. Ops might wanna take a gander.

"MEAN TO ME" (2:34)
"JEALOUS" (2:14)
KAY ARMEN
(King 15169)
● Kay Armen offers a strong voiced treatment of a wonderful oldie on the top portion. The orchestra under Larry Clinton sets the musical mood and gives the end a lift. The flip lid is another oldie that receives a mellow voiced going over from Kay and the band. Ops oughta take a peek.

DISK OF THE WEEK

"KISS OF FIRE" (2:40)
"A LASTING THING" (2:35)

GEORGIA GIBBS
(Mercury 5823; 5823 x 45)

GEORGIA GIBBS

● Georgia Gibbs comes up with a waxing that appears to be sure fire. The vocalist takes hold of an old favorite tango and delivers a set of new lyrics that could make this side a top seller. The melody has long proven itself to be of first class calibre and with the orchestrational send off it gets from the Glenn Osser crew and the wonderful chirping of Miss Gibbs, the side is headin' for the high spots. The tune's new name is "Kiss Of Fire" and it contains all the necessary essentials of a success. Ops oughta start acting now. The lower portion of the disk is a good ballad that Georgia doles out easily and pleasantly and once again the artist comes up with an end that could kick up some noise. The first one is the lid to watch and ops can't afford to miss it.

"LOVE ME" (2:56)
"OO LA LA" (2:17)
TEDDY PHILLIPS ORCHESTRA
(King 15117)
● A smooth number is taken for a pleasant ride 'round the wax by the Teddy Phillips aggregation. Vocalist Stan Vann and some good sax playing give added appeal to the dish. The under siding is a rhythmic ditty that the orchestra along with Lynn Hoyt bring in in a lively manner. Ops might find the coupling interesting.

"I MUST SAY GOODBYE" (3:11)
"I'M HEADING BACK TO PARADISE" (2:42)
INK SPOTS
(Decca 28078; 9-28078)
● A slow, sentimental ballad is given the stylized going over of the Ink Spots. As usual Bill Kenny is featured with the lead and he turns in a fine performance to make this lid a potent one. The lower level is a slow and dramatic number with a gypsy strain and here too the boys come through easily. Sy Oliver gets orchestrational credits for both ends..

"TAKE ME" (2:40)
"CHIMNEY SMOKE" (2:02)
STUART FOSTER
(Abbey 15065)
● An extremely attractive ballad is given a first rate send off via the expressive chanting of Stuart Foster. A choral accompaniment and the Dick Jacobs orchestra add to the side and make it a half that could kick off. The lower dish is an interesting number that contains that folk flavor. The top one is the lid to get with.

"SEPTEMBER SONG" (2:50)
"DIANE" (2:45)
BILLY DANIELS
(Mercury 5806; 5806 x 45)
● Stylist Billy Daniels takes hold of a wonderful oldie and belts out a dynamic vocal on the upper siding. His exciting reading should get this end plenty of spins. The lower portion is another slow oldie that's given the typical Daniels rendition and the result is a pleasureful half. Ops oughta check with the first end.

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

★ "CORNER TO CORNER"	Sarah Vaughan	Columbia 39719; 4-39719
★ "HALF AS MUCH"	Rosemary Clooney	Columbia 39710; 4-39710
★ "TAKE ME"	Stuart Foster	Abbey 15065
★ "WATER UNDER THE BRIDGE"	Tony Mango	Rainbow 3041
★ "WASHINGTON AND LEE SWING"	Jerry Shard	Capitol 2021; F-2021
★ "I'LL SING TO YOU"	Tony Bavaar	RCA Victor 20-4625; 47-4625

"OH! HOW MY HEART IS YEARNING" (2:48)
"BEER BOTTLE SYMPHONY" (2:22)
GEORGIE'S TAVERN BAND
(Decca 28046; 9-28046)
● A tune that kicked up some noise a short time back is given a pleasant airing by Georgie's Tavern band. This waltz tempo number is given added impetus by the vocalizing of Lee Sweetland. Flip is a novelty fox trot that gets a happy going over from the group. Ops might be interested.

"WALK RIGHT IN" (2:35)
"COPYCAT" (2:33)
LOLA AMECHE
(Mercury 5812; 5812 x 45)
● A fast moving, rhythmic number is belted out with much gusto by Lola Ameche. The number taken from the r and b field presents the artist with a handclappin', rousin' ditty that could prove big in the right spots. The lower deck is a cute novelty item and here too Lola comes through with a creditable delivery. Ops oughta look in.

"IT'S SO LONG AND GOODBYE TO YOU" (2:49)
"ANYTHING THAT'S PART OF YOU" (2:43)
CONNIE HAINES
(Coral 60692; 9-60692)
● Connie Haines presents one of her typical spirited vocals on the first half. It's a loud, fast moving ditty that's made to sound lively via the chirping of Connie and the backing set up by the Owen Bradley ork. The second lid is a contrasting ballad that's carried softly and smoothly by Connie with another assist from the band. Ops should give a look.

"GOODBYE, LITTLE GIRL" (3:00)
"I WISH I WAS SINGLE AGAIN" (2:30)
THE BALLADEERS
(RCA Victor 20-4612; 47-4612)
● The Balladeers handle a lilting tune on the top deck with lots of ease. The group, with the Peter King orchestra, glide through the number in a pleasing fashion. The lower siding is a faster ditty that had its origin in the western field and here too the result is a listenable end.

"WASHINGTON AND LEE SWING" (1:55)
"YES SIR, THAT'S MY BABY" (2:21)
JERRY SHARD
(Capitol 2021; F-2021)
● Jerry Shard shows what he can do by coming up with an exciting instrumental which could easily catch on. Giving it a real lively going over. Jerry may have himself a winner here. Bottom half is an oldie done in same style. Ops shouldnt miss first half.

"I'M DANCING WITH TEARS IN MY EYES" (3:07)
"I'LL SING TO YOU" (3:18)
TONY BAVAAR
(RCA Victor 20-4625; 47-4625)
● A current tune is given a soft and convincing reading by Tony Bavaar. Tony, who starred in "Paint Your Wagon" does a commendable job with the lyrics. The under portion is a slow, sentimental sort of number that Tony has an easy time with. With the proper backing on both decks Tony brings in two good sides.

'ROUND THE WAX CIRCLE

NEW YORK:

Marvin Kane, Vic Damone's manager, left for Nuremburg last week to cut several sides with Vic. Interesting technical aspect is fact that arrangements and backings were done here and Vic will merely tape the vocals. Next such session is scheduled for July. . . . Tony Bavaar's name went up in lights on the marquee of "Paint Your Wagon" last week, elevating him to stardom. At the same time his option was picked up by Victor. A good week's work, we'd say . . . Fran Warren does the Easter show at the Paramount beginning April 9 starring with Billy Eckstine, who's back for the fourth Easter show in a row. . . . Chris Forde, prexy of Tuxedo Records, will relinquish the Juanita Hall contract as she doesn't fit into his recording plans at this time. . . . Billy May is bringing his entire group into New York for the Perry Como Show on April 9th, to be followed by the "Gandy Dancers Ball" at Manhattan Center on April 11th. . . . Dave Miller of Flash and Essex Records, who has just returned from Mexico, has announced that he contracted with Musart for the release of select tangos, mambos, sambas, etc., on Miller's labels. . . . Georgia Gibbs' Mercury recording of "Kiss Of Fire" really on fire. 60,000 have already been shipped, and back orders of 60,000 are on file. . . . The Four Aces are adding production numbers to "Two Little Kisses" which was released on the Flash label, to be featured in clubs and theatres. . . . Ben Blaine of Cosnat Distributors has been taking Hit Parader Snooky Lanson around to the djs to help kick off his first record on Tennessee label. . . . Chick Kardale joins forces with Goldie Goldmark as profeessional manager of Sheldon Music. Kardale had been with Martin Block Music Pub. Co. . . . Lily Ann Carol has been signed by RCA Victor. . . George Pincus off to Florida for vacation. . . . Cleveland's Studio Films, Inc., newest of the TV outfits producing 3 minute singing films, announced it's ready to begin distribution after a year's production. Already 50 singing stars have been pacted by Studio Films. . . . Gloria De Haven heads for Europe April 9th for an eight week vacation. Before leaving she will cut some sides for Decca and NBC-Thesaurus. . . . Stuart Foster, formerly with T. Dorsey and Ina Ray Hutton, just back from a trip to Boston with his Mgr. Morris Diamond. He visited djs to push his new Abbey record "Chiminey Smoke" and "Take Me."

FRAN WARREN

CHICAGO:

One of the greatest showmen in all showbiz, in our humble estimation, is one of the very sweetest guys in this field. One guy whose intelligence, coupled with his daring pioneering of many great ideas, plus the fact that he has the courage of his convictions to go on ahead and chance the ideas he has produced and introduced to benefit so many, many others in the trade, is none other than Spike Jones. Spike not only laid 'em in the aisles at his Civic Opera House appearance here, but, the guy's so great, he's simply jamming 'em in with shoe horns on all the one nite stands he appears at, in such towns as Zanesville, O., Saginaw, Mich., etc. We had a chance, this past week, to get a couple of words over the phone with this hard-working, fast traveling showman when he reached his suite, for only a few minutes, at the Ambassador East and, from that discussion, we can only state that here is the one man who should be seriously considered to head the field when the time comes that a 'Landis' is considered for the disk biz. . . . Never before saw anyone click like young Buddy DeFranco at the Preview. Talking to one of the top guys of this spot we learned that Buddy is simply jamming 'em in. The kid has proved himself one of the top attractions. Buddy's click on his latest MGM'r has, in addition, to his appearance here, started plenty juke boxes to grinding the tune. . . . Nicest visit of the week: Harold and Clyde Moon of Canada. With the big broadcasters convention in town, Harold had the chance to drop up and tell us what The Cash Box "really meant to the Canadian market". (For which, Harold, we most sincerely thank you from the bottom of our heart). . . . David LeWinter of the Pump Room, whose "Pump Room Album" is selling terrifically, dropped in to visit us with natt hale in tow. David on his way to enjoy some time with his wife in sunny, glorious Florida. . . . Never before heard so many, many guys mention they all want to see Guy when he arrives. The guy's Guy Lombardo. Dozens of Chicagoans all hepped up at his return to the spot where he made himself so famous. And what a very, very grand guy is this Guy Lombardo.

SPIKE JONES

LOS ANGELES:

That personal liaison we've always preferred with the Capitol publicity office (and this is with respect to all the fine literature and booklets put out by the label to the trade) was promisingly established this week in the person of Margie Olofson, a bright and able gal formerly with CBS here in Hollywood. . . . She buzzed us with news that Capitol has turned on hot production for Ben Light's first release, "Perfidia" and "Mistakes," owing to demand for the terrific pianist's handiwork. . . . They're also rushing out an album in all three speeds on Ben, with such of his all-time best performances as "Tea for Two," "Siboney," "I Got Rhythm" and "I'm Getting Sentimental Over You" released under the appropriate tag, "Juke Box Favorites". . . . Also learned that Hal Cook has moved his family back with him to New York, where he continues in the top promotion job for Capitol while Gene Becker officially now fills the West Coast spot at the Sunset and Vine offices.

THE DOMINOES

Nice knotty pine office Federal's A & R man Ralph Bass has on Pico Blvd. in the King branch, where manager Al Sherman and salesman Milt Weiss proudly showed us a fine looking line of classics bearing the King label and introduced us to new shipping clerk, Ravon Darnell, who's proved himself a talented songwriter with such tunes as "The Storm," Little Esther's current hit on Federal. . . . Al informed us that The Dominoes were set for another big one via "That's What You're Doing to Me."

THE CASH BOX RECORD REVIEWS

Only Records Considered Best Suited To The Requirements Of The Trade Are Reviewed On These Pages.

"MY GIRL" (2:42)

"PIANO, BASS AND DRUMS" (2:37)

TOMMY EDWARDS
(MGM 11209; K11209)

● A slow, pleasant tune is dished up in an ingratiating fashion by Tommy Edwards on the initial side. Leroy Holmes backs the number and makes it sound listenable. The lower siding is a contrasting bouncy item that moves along pleasingly via the Edwards treatment. Ops should give the disk the once over.

"FRENESI" (2:41)

"PIGTAILS AND FRECKLES" (2:49)

ART LUND & ANITA GORDON
(MGM 11207; K11207)

● An old jump tune is given a new airing through the combined efforts of Art Lund and Anita Gordon. The duo present an interesting rendition that should get some plays. The lower level is a happy sounding number with cute lyrics and here too the combo come up with a listenable platter. Leroy Holmes gets orchestrational credits here.

"AM I IN LOVE" (2:45)

"WHAT GOOD IS A GAL?" (2:46)

DEBBIE REYNOLDS
(MGM 30568; K30568)

● Debbie Reynolds injects lots of personality into a cute ditty on the top level and as a result she winds up with a pleasant disk. The Four Hits and the Skip Martin orchestra give the side an added push. The lower end finds the same artists with a fast item that comes out ok. Ops might take a gander.

"WITH NO ONE TO LOVE, TONIGHT" (2:50)

"THE HEART OF A CLOWN" (2:14)

MERV GRIFFIN
(RCA Victor 20-4644; 47-4644)

● An attractive ballad gets a sincere reading on the top level from Merv Griffin. Merv, with the help of the Hugo Winterhalter orchestra, turns in one of his better jobs to date. On the under siding the vocalist has another ballad working; however, the first side appears to be the stronger of the two.

"HEAVENLY FATHER" (2:44)

"ROCKS IN MY BED" (2:38)

DOLORES HAWKINS & FOUR LADS
(Okeh 6880)

● A current top seller in the rhythm and blues field is aired on the top end by Dolores Hawkins and the Four Lads. This powerful tune, as treated by these artists, could make a go of it in the pop market too. The under dish is a typical blues item that's presented fittingly by the boys and Dolores. Ops oughta watch the first one.

SLEEPER OF THE WEEK

"I DON'T MIND" (2:20)

"I NEVER LOVED ANYONE BUT YOU" (3:07)

TRUDY RICHARDS
(Decca 28084; 9-28084)

TRUDY RICHARDS

● Here's one that pops in out of left field with a chance of going all the way. Trudy Richards delivers a fast moving, spirited vocal to a cute ditty that carries an infectious melody. The vocal arrangement which features the multiple voice shows Trudy and the tune to great advantage. Labeled "I Don't Mind" this item moves along with a snappy beat that's sure to have everyone clappin' their hands to keep time. George Burns and his guitar and the Sy Oliver orchestra add their bit to the level to make it a good coin catcher. The lower dish is an exciting low down blues number that Trudy delivers with lots of feeling. This end too presents itself as a strong contender. Ops oughta take their cue and get with this new disking real fast.

"COME BACK" (2:36)

"WALKIN' TO THE MAILBOX" (2:41)

CINDY LORD
(MGM 11211; K11211)

● A slow ballad type number is doled out pleasingly on the top platter by Cindy Lord. Her vocal treatment and the Leroy Holmes backing make this a listenable item. The under siding offers Cindy with a cute tune done to a Latin beat. The result is a very pretty sound that may prove interesting. Ops oughta act accordingly.

"DON'T SEND ME HOME" (2:51)

"WHEN I DREAM" (2:39)

BILL HAYES & JUDY JOHNSON
(MGM 11210; K11210)

● Bill Hayes and Judy Johnson, stars of the TV show "Show Of Shows" make merry together on a pair of pleasant tunes. The top end moves along to a good bounce while the second dish offers the duo with a Latin sounding item. Both artists have the ability to put a song over. Ops might wanna look.

"CORNER TO CORNER" (2:50)

"IF SOMEONE HAD TOLD ME" (2:50)

SARAH VAUGHAN
(Columbia 39719; 4-39719)

● Two pretty ends are given the warmth and distinct sound that Sarah Vaughan is capable of creating. Both levels are slow moving numbers that present Sarah at her best. Making use of all her vocal tricks the chirp has herself a couple of good sides. The first one could easily happen.

"I THOUGHT OF YOU LAST NIGHT" (2:55)

"LOOK UP" (2:28)

LISA KIRK
(RCA Victor 20-4642; 47-4642)

● A slow ballad that comes out with a pretty sound is further enhanced by Lisa Kirk. The vocalist comes up with a pleasant vocal while the David Terry orchestra supplies the backing. The second end is a slow waltz tempo number that winds up as a listenable half as done by the same artists. We like the top one.

"AM I IN LOVE?" (2:30)

"WING-DING TONIGHT" (2:10)

FREDDY MARTIN ORCHESTRA
(RCA Victor 20-4640; 47-4640)

● A fast moving bouncy item is belted out in the typical fashion of the Freddy Martin aggregation. Merv Griffin once again handles the vocal assignment. The under portion is a lively novelty that the group spins through with much gusto. Ops might be interested in this pair.

"HALF AS MUCH" (2:45)

"POOR WHIP-POOR-WILL" (2:20)

ROSEMARY CLOONEY
(Columbia 39710)

● A real pretty tune is made to sound even prettier via the wonderful vocalizing of Rosemary Clooney. Percy Faith and his orchestra gives the end a fitting backing and makes the disk a strong contender. The lower half is a grand rendition of a tune that's still kickin' around. If the tune catches on Rosemary should get the play.

"WATER UNDER THE BRIDGE" (2:05)

"THINK TWICE" (2:55)

TONY MANGO
(Rainbow 3041)

● Tony Mango and the Townsmen spin through a pleasant tune on the top level and wind up with a first class end. The Wally Gingers orchestra helps carry the number and gives added impetus to the song. The under portion is a simple item that moves along smoothly. We like the top deck.

"LAST NIGHT" (2:46)

"THE FAR LANDS" (2:51)

THE VOICES OF WALTER SCHUMANN
(Capitol 2030; F-2030)

● The vocal group under the direction of Walter Schumann display a wonderful blend as they glide through a good sounding tune on the first side. This end features the sax playing of Eddie Miller and the lead vocal of Marie Greene. The second side offers the chorus with a Hawaiian type number. Ops oughta look in.

"IT MUST BE SPRING" (2:25)

"I'D BE LYING" (2:12)

DICK BEAVERS
(Capitol 2031; F-2031)

● A lilting item with a pretty melody is given a good send off by the vocalizing Dick Beavers. The artist delivers a potent vocal while the Les Baxter orchestra backs him fittingly. The flip is a slow, soft number that Dick handles in a better than average manner. We like the initial end.

"MOONLIGHT IN VERMONT" (3:11)

"MY IDEAL" (2:50)

MARGARET WHITING
(Capitol 1671; F-1671)

● A slow and soft oldie is taken for a wonderful ride 'round the wax by Margaret Whiting. The chirp delivers the lyrics apealingly and makes the end a listenable item. The bottom dish is another grand oldie that Maggie chirps easily and with an ingratiating feeling. Ops have two good sides.

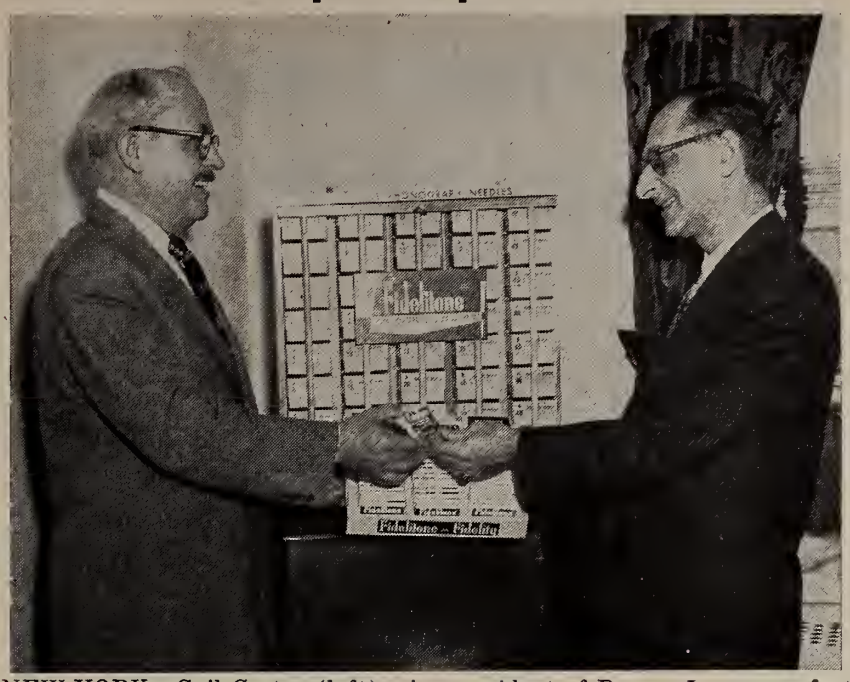
"I HEAR A RHAPSODY" (2:44)

"WISHING WILL MAKE IT SO" (2:51)

IRVING FIELDS TRIO
(RCA Victor 20-4537; 47-4537)

● A current plug revival is given additional coverage by Irving Fields and his trio. The pianist handles the ivories in an apealing manner and comes up with a good end. The second level offers the artist with another oldie and here too he displays some fancy piano playing. Ops oughta watch the first one.

Permo Develops Simplified Sales Aids



NEW YORK—Gail Carter (left), vice president of Permo, Inc., manufacturers of Fidelitone needles, is shown presenting Joe Orleck, editor of **The Cash Box**, with a Fidelitone needle kit designed for the home trade. A carefully planned sales promotion campaign is scheduled as Carter explains how each step, from the sale to the store to the placing of the needle into the phonograph arm, has been made as simple as possible for all concerned. Inventory aids, reorder tabs and counter sales charts have been prepared for the wholesalers and retail outlets. For the ultimate user, a small package has been designed that contains the needle, tiny tools, an extra screw, and simplified instructions. In the background, is the distributor's new inventory rack, through which constant tabs can be kept on stock.

The HALE You Say

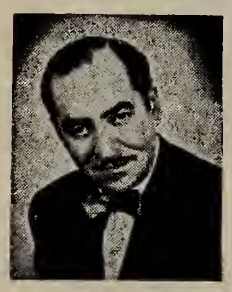
by natt hale

As we've mentioned so many times before, one of the interesting aspects of this whole business is the many different types of professionals (in one form or another) who permeate the industry. Generally, there is a versimilitude in the characteristics of this gentry, in that they all seem to strive toward a common goal—plugging a song (or record—or artist) to the top.

Included in the family of the people-behind-the-scenes, is the fascinating group of gentlemen known as "Publisher Field-Men," better-known as Contact Men—and universally known by the accepted appellation of **song-pluggers.**

Since the advent of that giant of the music bizz, the Disc Jockey, the record companies, their distributors, the artists, their personal reps, and the record promotion men have found a strong tie-that-binds in the song-plugger element. The "I Gotta-make-the-sheet" boys have seen fit to ally themselves with any and all members of the disc disciples to put over their respective "plugs" to the satisfaction of the professional managers resting comfortably on their thrones in air-conditioned offices in Manhattan or in the sun-filled clime of Hollywood.

In the main, the plugger has the one project which is least envied by the rest of the music business affiliates. Aside from attempting to impress the orksters with the tune to the extent that the leaders will include it in the "shots-that-go-into-Noo Yawk," the plugger generally strives to get plays on the live network shows, is constantly wooing the local disc representatives to "plug my side," and, in addition, complements the disc rep's efforts in his visitations to the Disc Jockey.



NATT HALE

Trés dificile, n'est pas?

One would therefore assume that, having surmounted these seemingly unsurmountable hurdles, the plugger could well afford to rest on his laurels in contemplation of a job well done, wouldn't one? But, nay—

Comes the time (all too often, unfortunately) when two pluggers find themselves back-to-back on a record. Some A. & R. Director has seen fit to couple two tunes of two strong publishers. The artist is ranking, (meaning highly-rated, in this case) and both numbers have a chance to "happen," if enough exploitation is exerted. And the record company promotion man finds himself in a quandary over which side to push.

Rhubarb! (An old Egyptian term, usually depicted in hieroglyphics, which appears thusly: #&$;%?&@#!)

Then ensues a rough-and-tumble battle of verbal pugilism betwixt the two pluggers, both trying to curry the favor of the diskery promoter in a supreme effort to have him give the nod to their respective plug side.

For a day or so, the air is rife with such declarations as:

"But this is our **Number** One **plug**! We're going to be on it for six months!"

"We're going to spend $40,000,000 on this number. It just **can't** miss!

"Tell you what we'll do, George. We'll put **your** picture on the cover. . . ."

Then, the real "drive" begins. Both pluggers settle down to prove their sincerity and faith in the tune. Each buys two boxes (50 records, you know!) from the distributor, and attests that they will be re-distributed to all the deejays, librarians, program directors, receptionists, staff announcers, station-breakers and engineers of every station in the territory. Coverage. . . . That's the way!

All of which has the record company promotion chief rubbing his digits with profound glee. He now has two stalwart music men pounding the beat of the promotional rounds for him, in addition to his own efforts. Moreover, both songs are good and (as we say in the trade, you know) "commercial."

So, what happens?

The record "lays a bomb," to coin a phrase.

Neither side "makes it," and the distributors are really so loaded with the record, each Sales Manager decides to get "loaded" for a week.

Total sale of the record: One hundred.

Yep—the fifty each which were bought by the two pluggers!

Well—What're you gonna do?

Capitol RECORDS

today's top hits

order by number today from your local distributor

	78	45
"THE BLACKSMITH BLUES," "LOVE ME OR LEAVE ME" — Ella Mae Morse	1922	F1922
"WHEEL OF FORTUNE," "I WANNA LOVE YOU" — Kay Starr	1964	F1964
"WASHINGTON AND LEE SWING," "YES SIR, THAT'S MY BABY" — Jerry Shard	2021	F2021
"BLUE TANGO," "PLEASE, MR. SUN" — Les Baxter	1966	F1966
"MISTAKES," "PERFIDIA" — Ben Light	2023	F2023
"TRY," "PASS THE UDDER UDDER" — Stan Freberg	2029	F2029

coming up fast

"BE ANYTHING," "RIGHT OR WRONG" — Helen O'Connell	2011	F2011
"THE WILD SIDE OF LIFE," "CRYIN' IN THE DEEP BLUE SEA" — Hank Thompson	1942	F1942
"TATTLE TALE TEARS," "HAVE I WAITED TOO LONG?" — Faron Young	2039	F2039
"MOONLIGHT SAVING TIME," "THERE ARE SUCH THINGS" — Ray Anthony	2002	F2002
"DIESEL SMOKE, DANGEROUS CURVES," "ALMANAC SONG" — Billy Strange	2032	F2032
"TWO LITTLE KISSES," "WHO'S EXCITED?" — Jan Garber	2033	F2033

give your customers Capitol entertainment

The Cash Box Prints Exclusively Excerpts From MGM President's Testimony:

Off The Cuff Statement of Frank Walker Before House Subcommittee Helps Lessen Chances of Bryson Bill Alternatives

FRANK WALKER

NEW YORK—The hearings, finished last week in Washington, on the three alternatives to the Bryson Bill, brought forth opposing testimony from all of the record company officials who were present.

One of the most interesting statements made, which could not be printed last week because it was done off the cuff with no written copy of it available, was that of Frank Walker, president of MGM Records. Yet this statement was one of the compelling factors in helping to lessen the possibilities of any of the alternatives being adopted at this session of Congress.

Therefore, *The Cash Box* now prints exclusively excerpts from Walker's testimony as recorded by the subcommittee stenographer.

The three proposals to amend the copyright act against which Walker testified are:

1) To eliminate the compulsory licensing rate of 2 cents a side and let each composer bargain individually with each record company.

2) To raise the present 2 cent rate.

3) To create a separate label for juke box use as distinct from one for home consumption.

Below is Walker's testimony in part:

Mr. Bryson. Do You have a prepared statement, Mr. Walker?

Mr. Walker. No, I have not, Mr. Bryson, and if I had I think I would change it completely after this morning.

Mr. Bryson. Will you give your name and so forth to the stenographer?

Mr. Walker. Frank Walker, General Manager of M-G-M Records.

Mr. Bryson. All right, sir. Will you proceed.

Mr. Walker. I am twenty years older than the original Copyright Act of 1909 and I have lived with it in perfect harmony for 33 years in the record business. That time has been devoted between Columbia Records, R. C. A. Victor and M-G-M Records.

I do not come here to defend any specific group, and in view of the time element I will be as brief as I can. I would like to have taken the time this morning to talk about vinylite. I brought out the first vinylite record and I would like to talk about it and I would like to talk about a lot of other things, but I do not think that is important at this time.

I think we are talking now about changes in the basic copyright bill which is 43 years old. Now, my feeling is that if you make a change of that sort or contemplate such a change, you have to look at it very, very carefully to see whom it will help and whom it will hurt.

Now, I have heard nothing this morning said about what constitutes a phonograph record, and that is the thing that we are talking about, the phonograph record. If there were no phonograph records there would be no problem before you.

Now, a phonograph record I would like to divide into four sources. I would like to say that first of all, somebody has to sit down, some genius or near-genius or sometimes just a hopeful. He sits down and he writes a song, and that is number one.

Then, you have to have number two, because now that you have the song, the words to the song, you have to have words and then music, but when you have them, still you cannot do too much for 95 per cent of the people, because 95 per cent of the people cannot read music or play it, it would still be just sheet music, and if you had dropped that sheet music behind the lines to the soldiers during the last war, it might have been handy for something else, but as sheet music it would not have been very entertaining.

So, the next contributing fellow is number two. You have got to have an artist, either an instrumental artist or a vocalist. He has to contribute his part, but after he has done that, even that is not enough, you still have got to go out and engage musicians, and so you have three separate groups—and yet nothing has happened nor will happen until you introduce the fourth group, which is the phonograph record company with the studio and the trained engineers and so on, then produce the records and to distribute them and to get them to the public.

So, there are four people or four groups involved, not just one. Without breaking it down into the various alternatives at all, the point in my mind is that no one is thinking about three of them in these hearings, these hearings are thinking only of one group.

Now, some of the publishers and composers are my very best friends. The law of 1909 certainly did not make many millionaires nor did it send any people to the poorhouse.

What I want to see is not legislation which brings results to just one group out of this four. How about the artists? How about the musicians? How about the recording companies themselves, who bring all of these other groups together and make a record possible? There are four groups involved and that is what we ought to be talking about. But here we are talking about only one.

I do not think we can come out with any kind of legislation this quickly—

You must remember this, that you are not dealing with an industry manufacturing soap. You are dealing with an industry of a cultural nature, cultural characteristics. It falls into the category of books and so on.

Now, I don't know, and I may be wrong, but I think that the author of a book that finds its way into a rental library which gets two cents or three cents a day and I do not know how many times that book is rented out, I do not believe that author gets any additional compensation, other than from the sale of that book.

All I am asking is that we look at it as a broad subject. The other gentlemen will cover it in detail but I think it requires a great deal of study from the over-all angle, from all sides, before we can go into this too deeply and proceed to take away a thing that has worked as well as it has for so long.

I have learned in all of these 33 years dealing with this subject and with every element of it, not to make any snap judgments.

That is why I am saying that nobody else should make snap judgments either. It is too serious a matter. It may be that this is entirely too far away from the type of hearing that you want, but I think it has some basis of fact. There are other people involved in this, not just one group, that are equally interested. The doctor has just as much interest in the patients waiting outside as the patient that he has at that time in his office.

Mr. Harris. Then, do you think we ought to call in the other patients?

Mr. Walker. I do not; no. I think that they ought to get together among themselves.

Mr. Harris. Who are the other patients—the publishers?

Mr. Walker. Yes, the publishers, the artists, the musicians and the phonograph companies.

Mr. Crumpacker. May I interrupt you?

Mr. Walker. Well, yes.

Mr. Crumpacker. Let us put it this way. If it came down to your having to make a choice among the three (alternatives) choose the lesser of the three evils, which of these three evils would you prefer?

Mr. Walker. Well, that is very much like giving a man who is condemned to die the choice of whether he prefers to die by hanging or gas or the electric chair.

Mr. Crumpacker. You consider them all equally bad?

Mr. Walker. I would consider that I would eventually die, yes. A choice of the methods by which I shall die, if I am to die, I do not care about.

Mr. Harris. How about an honorable death?

Mr. Walker. Well, an honorable death, yes. I have lived an honorable life, and I hope that I will die honorably.

Mr. Bryson. Is it your idea that this is such an involved subject that all segments of the industry should sit at one table and work out some solution?

Mr. Walker. Well, let me answer it this way: Where did the general inquiry come from that caused all of this in the beginning? It came from one special group, and when I say that, I am speaking of some of my best friends, the composers and publishers—it must have come from them. So, we are dealing with just one segment of a very important industry.

So, when you find that there are others involved who are equally important in that industry, then I think it is time to pause and reflect and this is the time, if ever there was such a time, to pause, I do not think there is any question about it.

I think it is something for the people themselves to get together on. I do not think, frankly, that this should ever have been presented to you gentlemen. I think it should have been worked out by the industry itself, and by the "industry" I mean all the elements that go into the making of the phonograph record, which is the bone of contention.

But, it seems to me always that when people have a little difficulty in an argument or a disagreement, they resort to the law.

Mr. Crumpacker. Would an increase of 2 cents per side in the royalty, mechanical royalty paid to the owner of the copyright result in about the same increase in retail price, as indicated by other manufacturers?

Mr. Walker. I know nothing about others, but I can give it to you for mine. It will increase at least nine and a half cents to the customer, to the eventual customer.

Mr. Willis. Why is that?

Mr. Walker. Because of your write-up to distributors, the write-up to dealers, and the other costs incidental to it, and it increases the excise tax and many of the other taxes that go with it.

All of those things would come out usually on a ratio of two and a half to one. If you increase by a penny, the retail price goes up two and a half cents. That is pretty generally true.

Mr. Bryson. Are there any further questions?

(No response.)

Mr. Bryson. We thank you, Mr. Walker.

Mr. Walker. I would like to add—I do not want to encroach upon anybody's time, I would rather defer to someone else than go into problems such as color and vinylite, which I am rather familiar with, I would like to go into them, but I will just accommodate others; but I would like, when this bill comes up again in maybe three years or so, I would like to have another chance. (Laughter.)

Capitol Increases Sales And Profits In 1951; Dollar Volume Largest Since 1948

HOLLYWOOD — Sales and profits of Capitol Records in 1951 were well ahead of 1950, and manufacturing facilities, distribution and consumer acceptance of the company's products were strengthened, President Glenn E. Wallichs reported last week in his annual letter to shareholders.

Sales in the 12 months ended December 31, 1951, amounted to $13,385,548, an increase of $1,069,229 over the 1950 total. The 1951 net income, after providing $437,000 for Federal income taxes, was $408,439, reflecting somewhat higher prices and improved manufacturing and operating efficiency, Wallichs said. In 1950 the net income was $201,509, after Federal income taxes of $121,000. Earnings in 1951 amounted to 75½ cents a common share on the 476,230 shares outstanding, after providing $48,698 for dividends on the convertible preferred stock. This compared with 26 cents a share the preceding year after preferred dividends of $78,000.

In 1951 the company purchased and retired 15,080 of the 30,000 shares of preferred stock outstanding, thereby adding 77½ cents a share to the book value of the common stock and reducing annual preferred dividend requirements by 8 cents a common share.

Working capital on December 31, 1951, amounted to $2,760,475, an increase of $158,914 during the year; and compared with the preceding year-end, cash was up more than a half million dollars to $1,202,440.

Sales operations of the company, handled by Capitol Records Distributing Corporation, a wholly-owned subsidiary, were expanded and strengthened during the year, Wallichs reported. National sales headquarters were established in New York to afford closer contact with major markets and buying offices. Distribution of Capitol records internationally was extended to Japan, Australia and New Zealand.

Wallichs noted that Capitol's expanding list of artists received wide acclaim in various popularity polls of performers and recordings. "Consumer acceptance is also indicated," he said, "by the fact that dollar volume of sales in 1951 was the largest since 1948, the peak of the post-war market. Phonograph records, we are convinced, will continue to enjoy popularity as a major form of entertainment. It appears that television will stimulate, rather than retard, the demand for records, by causing more people to seek entertainment at home."

A HAPPY
EASTER
SUNDAY
MORNING
NAT "KING" COLE

YOU'RE GONNA HATE YOURSELF
IF YOU DON'T FEATURE
THESE GREAT NEW RELEASES ON
DERBY RECORDS

"I MAY HATE MYSELF"
(In The Morning)
b/w
"I HEAR A RHAPSODY"
by BETTE McLAURIN and Her Friends with Orch.
Derby # 790

The "Wheel of Fortune" Gal Does It Again
"A LASTING THING"
b/w
"I JUST CAN'T STAND BEING LONELY"
SUNNY GALE and EDDIE WILCOX ORCH.
Derby # 791

TOPS IN THE NATION
"WHEEL OF FORTUNE"
Derby # 787

1st Release by Sensational New Group
THE THREE BARITONES
featuring BILL DOGGETT
at the Organ
and EDDIE WILCOX ORCH.
"A HORN with TWO MOUTHPIECES"
b/w
"SOWING LOVE and REAPING TEARS"
Derby # 792

1st Release by Great New Ork
BUDDY TATE ORK
"WAITIN'"
b/w
"MOONDUST"
Derby #794

Follow Up to "Hot Ice"
FREDDIE MITCHELL ORK
PLAYS
"MOON DOG BOOGIE"
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New Singing Sensation
JACKIE BROOKS
with EDDIE WILCOX ORCH.
SINGING
"JUST FOR TONIGHT"
b/w
"YOU'RE MAKING ME CRY"
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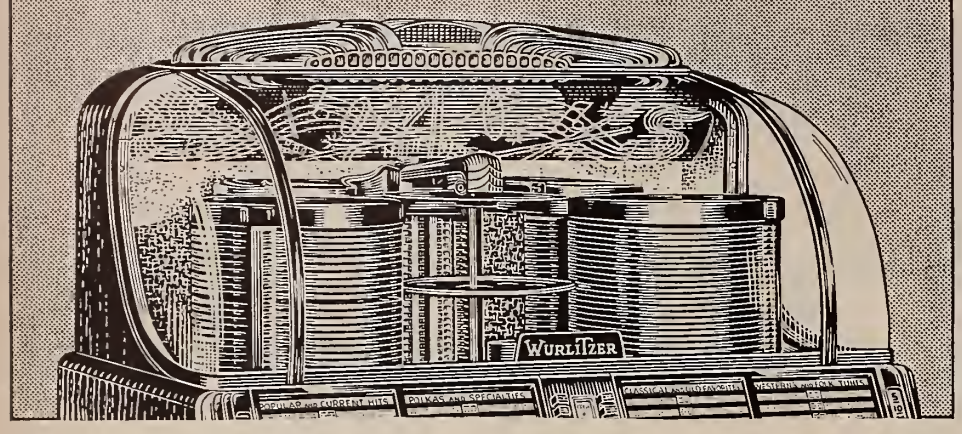

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PLAYS 45 AND 78 RPM RECORDS MIXED

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MEMPHIS, TENNESSEE

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Jack Richards—King
Mills Brothers—Decca
Rosemarie—Mercury
Art Mooney—MGM
Dolly Dawn—Jubilee

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Dot 15009 (45 x 15009)

Great Rag-time treatment of

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"JOHNNY MADDOX BOOGIE"

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b/w

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BROADWAY RECORDS 344 North Ave., New Rochelle, N. Y.

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 5 without any changes on the part of THE CASH BOX.

Brad Phillips

WINS—New York City, N. Y.

1. AT LAST *(Ray Anthony)*
2. TULIPS AND HEATHER *(Perry Como)*
3. HERE'S TO MY LADY *(Dick Haymes)*
4. WHEEL OF FORTUNE *(Bobby Wayne)*
5. A GUY IS A GUY *(Doris Day)*
6. AT LAST, AT LAST *(Tony Martin)*
7. DIPSY DOODLE *(Modernaires)*
8. JUMP THROUGH THE RING *(Vic Damone)*
9. PERFIDIA *(Glenn Miller)*
10. YOU WEREN'T THERE *(Nat "King" Cole)*

Ann Withers

WFIG—Sumter, S. C.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. LET OLD MOTHER NATURE *(Whiting & Wakely)*
4. BLUE TANGO *(Leroy Anderson)*
5. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
6. BERMUDA *(Ray Anthony)*
7. TIGER RAG *(Les Paul & Mary Ford)*
8. BLACKSMITH BLUES *(Ella Mae Morse)*
9. HAMBONE *(Stafford-Laine)*
10. I DON'T WANT TO BE FREE *(Whiting-Wakely)*

Hal Fredericks

KXOK—St. Louis, Mo.

1. A GUY IS A GUY *(Doris Day)*
2. AT LAST *(Ray Anthony)*
3. DANCING WITH TEARS IN MY EYES *(Mantovani)*
4. FORGIVE ME *(Eddie Fisher)*
5. I HEAR A RHAPSODY *(Arthur Prysock)*
6. HAMBONE *(Red Saunders)*
7. A KISS TO BUILD A DREAM ON *(Louis Armstrong)*
8. PERFIDIA *(Four Aces)*
9. BE ANYTHING *(Eddy Howard)*
10. I COULD WRITE A BOOK *(Margaret Whiting)*

Maurice Hart

KFWB—Hollywood, Calif.

1. PLEASE, MR. SUN *(Johnnie Ray)*
2. BE ANYTHING *(Champ Butler)*
3. PITTSBURGH, PA. *(Guy Mitchell)*
4. I HEAR A RHAPSODY *(Fran Warren)*
5. DEEP PURPLE *(Spike Jones)*
6. BLUE TANGO *(Leroy Anderson)*
7. TELL ME WHY *(Four Aces)*
8. LITTLE WHITE CLOUD THAT CRIED *(Roberta Lee)*
9. RETREAT *(Barbara Ruick)*
10. CONFETTI *(Johnny Desmond)*

John Hudak

WSOU—South Orange, N. J.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. ANYTIME *(Eddie Fisher)*
3. TELL ME WHY *(Four Aces)*
4. BROKEN HEARTED *(Johnnie Ray)*
5. TIGER RAG *(Les Paul & Mary Ford)*
6. BERMUDA *(Bell Sisters)*
7. PITTSBURGH, PA. *(Guy Mitchell)*
8. AT LAST *(Ray Anthony)*
9. BLACKSMITH BLUES *(Ella Mae Morse)*
10. FORGIVE ME *(Eddie Fisher)*

Roger Clark

WNOR—Norfolk, Va.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. A GUY IS A GUY *(Doris Day)*
3. AT LAST *(Ray Anthony)*
4. TENDERLY *(Rosemary Clooney)*
5. PLEASE, MR. SUN *(Johnnie Ray)*
6. BLUE TANGO *(Leroy Anderson)*
7. PERFIDIA *(Glenn Miller)*
8. MORE THAN LOVE *(Richard Hayes)*
9. THAT'S THE CHANCE YOU TAKE *(Eddie Fisher)*
10. BLACKSMITH BLUES *(Ella Mae Morse)*

Lee Morris

WSB—Atlanta, Ga.

1. WHEEL OF FORTUNE *(Bell Sisters)*
2. AT LAST *(Ray Anthony)*
3. ANYTIME *(Eddie Fisher)*
4. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
5. BE MY LIFE'S COMPANION *(Rosemary Clooney)*
6. BERMUDA *(Bell Sisters)*
7. PLEASE, MR. SUN *(Perry Como)*
8. TELL ME WHY *(Four Aces)*
9. CRY *(Eileen Barton)*
10. PITTSBURGH, PA. *(Guy Mitchell)*

Eddie Gallaher

WTOP—Washington, D. C.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. ANYTIME *(Eddie Fisher)*
3. PLEASE, MR. SUN *(Perry Como)*
4. BLUE TANGO *(Leroy Anderson)*
5. A GUY IS A GUY *(Doris Day)*
6. TELL ME WHY *(Four Aces)*
7. BE MY LIFE'S COMPANION *(Mills Brothers)*
8. CRY *(Johnnie Ray)*
9. SLOW POKE *(Pee Wee King)*
10. TIGER RAG *(Les Paul and Mary Ford)*

Dick Coleman

WCBM—Baltimore, Md.

1. ANYTIME *(Eddie Fisher)*
2. TULIPS AND HEATHER *(Perry Como)*
3. TELL ME WHY *(The Four Aces)*
4. BROKEN HEARTED *(Johnnie Ray)*
5. TURN BACK *(The Four Lads)*
6. TENDERLY *(Rosemary Clooney)*
7. FORGIVE ME *(Eddie Fisher)*
8. WHEEL OF FORTUNE *(The Bell Sisters)*
9. DID ANYONE CALL *(Rosemary Clooney)*
10. THAT'S THE CHANCE YOU TAKE *(Eddie Fisher)*

Eddie Hubbard

WIND—Chicago, Ill.

1. BLUE TANGO *(Leroy Anderson)*
2. WHEEL OF FORTUNE *(Bobby Wayne)*
3. BLACKSMITH BLUES *(Ella Mae Morse)*
4. ANYTIME *(Eddie Fisher)*
5. A GUY IS A GUY *(Doris Day)*
6. TELL ME WHY *(Four Aces)*
7. COME WHAT MAY *(Patti Page)*
8. PLEASE, MR. SUN *(Tommy Edwards)*
9. AY-ROUND THE CORNER *(Jo Stafford)*
10. BE MY LIFE'S COMPANION *(Rosemary Clooney)*

Robin Seymour

WKMH—Dearborn, Mich.

1. I'LL WALK ALONE *(Don Cornell)*
2. FORGIVE ME *(Eddie Fisher)*
3. PERFIDIA *(Four Aces)*
4. LONELY WINE *(Bill Darnel)*
5. THERE ARE SUCH THINGS *(Gordon Jenkins)*
6. BLUE TANGO *(Leroy Anderson)*
7. SOLITUDE *(Burt Taylor)*
8. A GUY IS A GUY *(Doris Day)*
9. GANDY DANCERS' BALL *(Frankie Laine)*
10. AY-ROUND THE CORNER *(Jo Stafford)*

Lee and Lorraine Ellis

WSPR—Springfield, Mass.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. ANYTIME *(Eddie Fisher)*
3. BLUE TANGO *(Leroy Anderson)*
4. PERFIDIA *(Four Aces)*
5. AY-ROUND THE CORNER *(Jo Stafford)*
6. GANDY DANCERS' BALL *(Frankie Laine)*
7. I WANT TO SAY HELLO *(Sir Hubert Pimm)*
8. TULIPS AND HEATHER *(Perry Como)*
9. BLACKSMITH BLUES *(Ella Mae Morse)*
10. BEWARE *(Dolores Gray)*

Ed Perry

KFRE—Fresno, Calif.

1. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
2. BLUE TANGO *(Hugo Winterhalter)*
3. ANYTIME *(Eddie Fisher)*
4. BERMUDA *(Bell Sisters)*
5. PITTSBURGH, PA. *(Guy Mitchell)*
6. CRY *(Johnnie Ray)*
7. AT LAST *(Ray Anthony)*
8. WHEEL OF FORTUNE *(Bobby Wayne)*
9. THAT'S THE CHANCE YOU TAKE *(Don Cornell)*
10. BLACKSMITH BLUES *(Ella Mae Morse)*

Ed Bonner

KXOK—St. Louis, Mo.

1. AT LAST *(Ray Anthony)*
2. I'LL WALK ALONE *(Don Cornell)*
3. A GUY IS A GUY *(Doris Day)*
4. WHEEL OF FORTUNE *(Kay Starr)*
5. BROKEN HEARTED *(Johnnie Ray)*
6. WHEN I LOOK INTO YOUR EYES *(Champ Butler)*
7. THERE ARE SUCH THINGS *(Ray Anthony)*
8. TRY *(Stan Freberg)*
9. HAMBONE *(Red Saunders)*
10. FOGGY RIVER *(Margaret Whiting)*

Bob Earle

KSA-ABC—Des Moines, Iowa

1. WHEEL OF FORTUNE *(Kay Starr)*
2. BLUE TANGO *(Hugo Winterhalter)*
3. A GUY IS A GUY *(Doris Day)*
4. GANDY DANCERS' BALL *(Frankie Laine)*
5. PLEASE, MR. SUN *(Johnnie Ray)*
6. WIMOWEH *(The Weavers)*
7. BERMUDA *(Ray Anthony)*
8. RETREAT *(Patti Page)*
9. AT LAST *(Ray Anthony)*
10. PERFIDIA *(Four Aces)*

Earle Pudney

WGY—Schenectady, N. Y.

1. THE THREE BELLS *(Companions of Song)*
2. PITTSBURGH, PA. *(Guy Mitchell)*
3. BLUE TANGO *(Les Baxter)*
4. AT LAST *(Ray Anthony)*
5. FORGIVE ME *(Eddie Fisher)*
6. GANDY DANCERS' BALL *(Frankie Laine)*
7. INVITATION *(Victor Young)*
8. AY-ROUND THE CORNER *(Jo Stafford)*
9. A GUY IS A GUY *(Doris Day)*
10. WHISPERING WINDS *(Patti Page)*

THE CASH BOX Disk Jockeys' REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending April 5 without any changes on the part of THE CASH BOX.

Lou Barile
WKAL—Rome, N. Y.

1. WHEEL OF FORTUNE *(Bobby Wayne)*
2. PERFIDIA *(Four Aces)*
3. BROKEN HEARTED *(Johnnie Ray)*
4. FOGIVE ME *(Eddie Fisher)*
5. TRUST IN ME *(Eddie Fisher)*
6. BLACKSMITH BLUES *(James-Harper)*
7. CRY *(Johnnie Ray)*
8. BLUE TANGO *(Les Baxter)*
9. BERMUDA *(Bell Sisters)*
10. I'LL WALK ALONE *Don Cornell)*

Norm Prescott
WORL—Boston, Mass.

1. BLUE TANGO *(Leroy Anderson)*
2. PERFIDIA *(Four Aces)*
3. AT LAST *(Ray Anthony)*
4. HEART OF A CLOWN *(Bobby Wayne)*
5. GOODY GOODY *(Jane Grant)*
6. THAT'S THE CHANCE YOU TAKE *(Eddie Fisher)*
7. BLACKSMITH BLUES *(Ella Mae Morse)*
8. I WALK ALONE *(Don Cornell)*
9. A GUY IS A GUY *(Doris Day)*
10. BROKEN HEARTED *(Johnnie Ray)*

Howard Miller
WIND—Chicago, Ill.

1. BLACKSMITH BLUES *(Ella Mae Morse)*
2. FORGIVE ME *(Eddie Fisher)*
3. PITTSBURGH, PA. *(Guy Mitchell)*
4. WHEEL OF FORTUNE *(Bobby Wayne)*
5. PERFIDIA *(Four Aces)*
6. DELICADO *(Percy Faith)*
7. BEWARE *(Dalares Gray)*
8. AY-ROUND THE CORNER *(Jo Stafford)*
9. AT LAST *(Ray Anthony)*
10. PLEASE MR. SUN *(Johnnie Ray)*

Pete Ward
WARE—Ware, Mass.

1. BLUE TANGO *(Les Baxter)*
2. PLEASE MR. SUN *(Johnnie Ray)*
3. AT LAST *(Ray Anthony)*
4. WHEEL OF FORTUNE *(Bobby Wayne)*
5. A GUY IS A GUY *(Doris Day)*
6. TURN BACK *(Four Lads)*
7. CONFETTI *(Johnny Desmond)*
8. BE ANYTHING *(Eddy Howard)*
9. FORGIVE ME *(Eddie Fisher)*
10. HEART OF A CLOWN *(Bobby Wayne)*

Mac McGuire
WID—Philadelphia, Pa.

1. SLOWPOKE *(Pee Wee King)*
2. DANCE ME LOOSE *(Arthur Godfrey)*
3. A GUY IS A GUY *(Daris Day)*
4. FORGIVE ME *(Eddie Fisher)*
5. PITTSBURGH, PA. *(Guy Mitchell)*
6. COME WHAT MAY *(Patti Page)*
7. BE MY LIFE'S COMPANION *(Rosemary Clooney)*
8. I WANNA LOVE YOU *(Ames Brothers)*
9. WANTED *(Joe Valino)*
10. WHEEL OF FORTUNE *(Bobby Wayne)*

John Wrisley
WFGM—Fitchburg, Mass.

1. PLEASE MR. SUN *(Johnnie Ray)*
2. WHEEL OF FORTUNE *(Kay Starr)*
3. PITTSBURGH, PA. *(Guy Mitchell)*
4. BLUE TANGO *(Les Baxter)*
5. A GUY IS A GUY *(Doris Day)*
6. FORGIVE ME *(Eddie Fisher)*
7. TIGER RAG *(Les Paul)*
8. BROKEN HEARTED *(Johnnie Ray)*
9. YOU'RE NOT WORTH MY TEARS *(Marxmen)*
10. STAIRWAY TO PARADISE *(Georges Guetary)*

Paul Flanagan
WTRY—Troy, N. Y.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. TRY *(Stan Freberg)*
3. I'LL WALK ALONE *(Don Carnell)*
4. BLACKSMITH BLUES *(Ella Mae Morse)*
5. PITTSBURGH, PA. *(Guy Mitchell)*
6. A GUY IS A GUY *(Doris Day)*
7. FESTIVAL *(Percy Faith)*
8. FORGIVE ME *(Eddie Fisher)*
9. BROKEN HEARTED *(Johnnie Ray)*
10. BLUE TANGO *(Leroy Anderson)*

Don Bell
KRNT—Des Moines, Iowa

1. WHEEL OF FORTUNE *(Kay Starr)*
2. THREE BELLS *(Companions of Song)*
3. BLUE TANGO *(Leroy Andersan)*
4. TELL ME WHY *(Faur Aces)*
5. ANYTIME *(Eddie Fisher)*
6. WIMOWEH *(Weavers)*
7. FORGIVE ME *(Eddie Fisher)*
8. PLEASE MR. SUN *(Johnnie Ray)*
9. CRY *(Johnnie Ray)*
10. BLACKSMITH BLUES *(Ella Mae Morse)*

Dave Rodman
WEIM—Fitchburg, Mass.

1. BLUE TANGO *(Leroy Anderson)*
2. WHEEL OF FORTUNE *(Kay Starr)*
3. FORGIVE ME *(Eddie Fisher)*
4. BLACKSMITH BLUES *(Ella Mae Morse)*
5. A GUY IS A GUY *(Doris Day)*
6. PLEASE MR. SUN *(Johnnie Ray)*
7. PITTSBURGH, PA. *(Guy Mitchell)*
8. YOU'LL NEVER WALK ALONE *(Fred Waring)*
9. YOU'RE NOT WORTH MY TEARS *(Mills Brothers)*
10. DANCING WITH TEARS IN MY EYES *(Mantavani)*

Harry Baum
WSSB—Durham, N. C.

1. PLEASE MY SUN *(Perry Camo)*
2. WHEEL OF FORTUNE *(Kay Starr)*
3. WHEN YOU'RE IN LOVE *(Dick Haymes)*
4. AT LAST *(Ray Anthony)*
5. HEAVEN DROPS HER CURTAIN *(Ja Stafford)*
6. THAT'S THE CHANCE YOU TAKE *(Dan Cornell)*
7. HAMBONE *(Tommy Dorsey)*
8. NOODLIN' RAG *(Perry Como)*
9. JUMP THROUGH THE RING *(Vic Damon)*
10. BABY DOLL *(Gordon MacRae)*

Bert Knapp
WVNJ—Newark, N. J.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. BLUE TANGO *(Leroy Anderson)*
3. BLACKSMITH BLUES *(Ella Mae Morse)*
4. A GUY IS A GUY *(Doris Day)*
5. AT LAST AT LAST *(Tony Martin)*
6. TULIPS & HEATHER *(Perry Como)*
7. CRY *(Johnny Ray)*
8. HAMBONE *(Red Saunders)*
9. TRY *(Stan Freberg)*
10. I'LL WALK ALONE *(Patty Andrews)*

Chuck Thompson
WFOR—Hattiesburg, Miss.

1. COME WHAT MAY *(Patti Page)*
2. BLACKSMITH BLUES *(Ella Mae Morse)*
3. BLUE TANGO *(Xavier Cugat)*
4. FESTIVAL *(Johnny Desmond)*
5. FOR THE FIRST TIME *(Froncis Craig)*
6. HONEST & TRULY *(Ink Spots)*
7. CALL HER YOUR SWEETHEART *(Gordon MacRae)*
8. GANDY DANCERS BALL *(Weavers)*
9. AY-ROUND THE CORNER *(Xavier Cugat)*
10. DIPSY DOODLE *(Modernaires)*

John Gale
WINN—Louisville, Ky.

1. BLUE TANGO *(Leroy Anderson)*
2. WHEEL OF FORTUNE *(Bell Sisters)*
3. THAT'S THE CHANCE YOU TAKE *(Eddie Fisher)*
4. YOU'LL NEVER WALK ALONE *(Fred Waring)*
5. WHISPERING WINDS *(Patti Page)*
6. BLACKSMITH BLUES *(Ella Mae Morse)*
7. I HEAR A RHAPSODY *(Frank Sinatra)*
8. I'LL WALK ALONE *(Don Cornell)*
9. OH, TO BE YOUNG AGAIN *(Mary Mayo)*
10. TRUST IN ME *(Eddie Fisher)*

Mike Joseph
WTNS—Coshocton, Ohio

1. CRY *(Johnnie Ray)*
2. AT LAST *(Ray Anthony)*
3. ANYTIME *(Eddie Fisher)*
4. BLACKSMITH BLUES *(Ella Mae Morse)*
5. TELL ME WHY *(Four Aces)*
6. BLUE TANGO *(Hugo Winterhalter)*
7. BERMUDA *(Bell Sisters)*
8. WHEEL OF FORTUNE *(Bobby Wayne)*
9. COME WHAT MAY *(Patti Page)*
10. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*

Donn Tibbetts
WKXL—Concord, N. H.

1. I HEAR A RHAPSODY *(Dick Brawn)*
2. PERFIDIA *(Faur Aces)*
3. AT LAST *(Ray Anthony)*
4. WHEEL OF FORTUNE *(Kay Starr)*
5. A GUY IS A GUY *(Doris Day)*
6. WHO WHO WHO *(Doris Day)*
7. CRY *(Johnnie Ray)*
8. BLUE TANGO *(Hugo Winterhalter)*
9. SING MY SONG OF LOVE *(Mitch Miller)*
10. TAKE ME HOME *(The Harmonettes)*

Johnny Pearson
KOWH—Omaha, Neb.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. BLUE TANGO *(Leroy Anderson)*
3. BLACKSMITH BLUES *(Ella Mae Morse)*
4. ANYTIME *(Eddie Fisher)*
5. PITTSBURGH, PA. *(Guy Mitchell)*
6. HAMBONE *(Phil Harris)*
7. A GUY IS A GUY *(Ella Fitzgerald)*
8. STOLEN LOVE *(Guy Lombordo)*
9. COME WHAT MAY *(Patti aPge)*
10. CRY *(Johnny Ray)*

THE CASH BOX DISC HITS BOX SCORE

The Nation's TOP 50

Comprising **100** Selections

CODE

AB—Abbey, AL—Aladdin, AP—Apollo, AT—Atlantic, BU—Bullet, CA—Capitol, CH—Chess, CO—Columbia, CR—Coral, DA—Dana, DE—Decca, DY—Derby, FE—Federal, 4 Star—Four Star, IN—Intro, JU—Jubilee, KI—King, LO—London, ME—Mercury, MG—MGM, MO—Modern, NA—National, OR—Oriole, PE—Peacock, PR—Prestige, RA—Rainbow, RE—Regent, SA—Savoy, SIT—Sittin' In, SP—Specialty, TE—Tempo, TN—Tennessee, UN—United, VI—Victor

1—Wheel Of Fortune

Apr. 12: 97.9 — Apr. 5: 100.7

CA-1964 (F-1964)—KAY STARR
I Wanna Love You
CR-60650 (9-60650)—JIMMY SCOTT
Come What May
DE-27967 (9-27967)—ARTHUR PRYSOCK
'Till The Stars Fall
DE-48280 (9-48280)—HELEN HUMES
All Night Long
DY-787—SUNNY GALE & EDDIE WILCOX
KI-1051 (45-1051)—JIMMY THOMASON
Kiamish Choctow Rose
ME-5779 (5779 x 45)—BOBBY WAYNE
If I Had The Heart Of A Clown
VI-20-4349 (47-4349)—JOHNNY HARTMAN
VI-20-4520 (47-4520)—BELL SISTERS
Poor Whip-Poor Will

2—Blue Tango

Apr. 12: 93.9 — Apr. 5: 90.9

CA-1966 (F-1966)—LES BAXTER
Please, Mr. Sun
DE-27875 (9-27875)—LEROY ANDERSON
Belle Of The Ball
DE-28031 (9-28031)—GUY LOMBARDO
At Last; At Last
ME-5817 (5817x45)—XAVIER CUGAT O.
Jungle Flute
VI-20-4518 (47-4518)—HUGO WINTERHALTER O.
The Gypsy Trail

3—Blacksmith Blues

Apr. 12: 72.2 — Apr. 5: 36.1

CA-1922 (F-1922)—ELLA MAE MORSE
Love Me Or Leave Me
DE-27968 (9-27968)—BILL DARNEL
Salty Dog Rag
MG-11171 (K11171)—ART MOONEY
You're Not Worth My Tears

4—Cry

Apr. 12: 71.5 — Apr. 5: 85.5

CA-1875 (F-1875)—FOUR KNIGHTS
CR-60592 (9-60592)—EILEEN BARTON
Hold Me Just A Little Longer, Daddy
DE-27857 (9-27857)—PAUL CHAPMAN
KI-15145—ALAN HOLMES
LO-1169 (45-1169)—VEKA LYNN
And Love Was Born
ME-5749 (5749x45)—GEORGIA GIBBS
My Old Flame
MG-11113 (K11113)—BILL FARRELL
OK-6840—JOHNNIE RAY
Little White Cloud That Cried
VI-20-4388 (47-4388)—JUNE VALLI
Three Bells
VI-20-4406 (47-4406)—BOB WILLIAMS

5—Tell Me Wy

Apr. 12: 71.4 — Apr. 5: 81.2

CA-1929 (F-1929)—NORMAN KAYE
Once I Loved You
CR-60625 (9-60625)—HORACE BAILEY
I Want You
DE-27860 (9-27860)—FOUR ACES
Garden In The Rain
DE-27926 (9-27926)—ROBERTA LEE
Slew Foot Rag
KI-4515 (45-4515)—THE SWALLOWS
Roll Roll Pretty Baby
ME-5767 (5767x45)—RALPH MARTERIE O.
Perdido
ME-8267 (8267x45)—DINAH WASHINGTON
Wheel of Fortune
VI-20-4427 (47-4427)—FOUR TUNES
I'll See You In My Dreams
VI-20-4444 (47-4444)—EDDIE FISHER
Trust In Me

6—Anytime

Apr. 12: 64.5 — Apr. 5: 67.4

CA-1895 (F-1895)—HELEN O'CONNELL
Crazy Heart
DE-27972 (9-27972—SY OLIVER O.
Blacksmith Blues
VI-20-2700—EDDY ARNOLD
VI-20-4359 (47-4359)—EDDIE FISHER
Never Before

7—A Guy Is A Guy

Apr. 12: 37.6 — Apr. 5: 23.6

CO-39673 (4-39673)—DORIS DAY
Who, Who, Who
DE-28049 (9-28049)—ELLA FITZGERALD
That Old Feeling

8—Please, Mr. Sun

Apr. 12: 36.4 — Apr. 5: 41.4

CA-1966 (F-1966)—LES BAXTER
Blue Tango
CO-39636 (4-39636)—JOHNNIE RAY
Broken Hearted
CR-60647 (9-60647)—GEORGIE AULD
If You Go
DE-27946 (9-27946)—BILL KENNY
If I Forget You
MG-11134 (K11134)—TOMMY EDWARDS
Where I May Live With You
VI-20-4453 (47-4453)—PERRY COMO
Tulips And Heather

9—Hambone

Apr. 12: 32.1 — Apr. 5: 32.7

CO-39672 (4-39672)—FRANKIE LAINE & JO STAFFORD
Let's Have A Party
DE-28057 (9-28057)—TOMMY DORSEY O.
Come What May
OK-6862—RED SAUNDERS
VI-20-4584 (47-4584)—PHIL HARRIS & BELL SISTERS
Mama's On The Warpath

10—Perfidia

Apr. 12: 28.1 — Apr. 5: 32.5

CA-2023 (F-2023)—BEN LIGHT
Mistakes
CA-2019 (F-2019)—BOB SAVAGE
Confetti
CO-35962—BENNY GOODMAN
CR-60693 (9-60693)—THE MULCAYS
Let Me Call You Sweetheart
DE-25483—TONY MARTIN
DE-27987 (9-27987)—FOUR ACES
You Brought Me Love
ME-5589—JAN AUGUST
VI-42-0157—GLENN MILLER
At Last

11—Gandy Dancers' Ball

Apr. 12: 26.6 — Apr. 5: 12.2

CO-39665 (4-39665)—FRANKIE LAINE
When You're In Love
DE-28054 (9-28054)—THE WEAVERS
Around The Corner

12—Pittsburgh, Pennsylvania

Apr. 12: 26.1 — Apr. 5: 22.6

CO-39663 (4-39663)—GUY MITCHELL
Doll With A Sawdust Heart

13—Forgive Me

Apr. 12: 25.9 — Apr. 5: 14.8

MG-11170 (K11170)—TOMMY EDWARDS
The Bridge
VI-20-4574 (47-4574)—EDDIE FISHER
That's The Chance You Take

14—The Little White Cloud That Cried

Apr. 12: 25.2 — Apr. 5: 39.5

CA-1892 (F-1892)—LOU DINNING
Blue December
DE-27893 (9-27893)—ROBERTA LEE
Bermuda
ME-5761—HERB LANCE O.
A Lonely Town
OK-6840—JOHNNIE RAY
Cry

15—Brokenhearted

Apr. 12: 21.8 — Apr. 5: 22.8

CA-1956 (F-1956)—RAY ANTHONY O.
Bermuda
CO-39636 (4-39636)—JOHNNIE RAY
Please, Mr. Sun
DE-27961 (9-27961)—ALAN DALE
Silver And Gold

16—Bermuda

Apr. 12: 19.9 — Apr. 5: 28.2

CA-1956 (F-1956)—RAY ANTHONY O.
Broken Hearted
DE-27893 (9-27893)—ROBERTA LEE
Little White Cloud That Cried
ME-5774 (5774x45)—JIMMY PALMER O.
Who
VI-20-4422 (47-4422)—BELL SISTERS & RENE ORCH.
June Night

17—Be My Life's Companion

Apr. 12: 19.7 — Apr. 5: 16.3

CA-1967 (F-1967)—SKEETS McDONALD
Tell Me Why
CO-39631 (4-39631)—ROSEMARY CLOONEY
Why Don't You Love Me?
DE-27889 (9-27889)—MILLS BROS.
Love Lies
KI-1039 (45-1039)—HAWKSHAW HAWKINS
Everybody's Got A Girl But Me
ME-5758 (5758x45)—GEORGIA GIBBS
Oklahoma Polka
MG-11133 (K11133)—ART LUND
VI-20-4454 (47-4454)—MINDY CARSON
Tuh-Pocket, Tuh-Pocket

18—I'll Walk Alone

Apr. 12: 17.5 — Apr. 5: 10.3

CA-2000 (F-2000)—MARGARET WHITING
I Could Write A Book
CA-2044 (F-2044)—JANE FROMAN
With A Song In My Heart
CO-39654 (F-39654)—BURT TAYLOR
Solitude
CR-60659 (9-60659)—DON CORNELL
That's The Chonce You Take
DE-28038 (9-28038)—PATTY ANDREWS
That's The Chance You Take
ME-5821 (5821x45)—RICHARD HAYES
Tattletale
MG-11198 (K11198)—LEROY HOLMES
You're My Thrill
VI-20-4643 (47-4643)—PETER KING SISTERS
Love, Where Are You Now?

19—Slow Poke

Apr. 12: 16.9 — Apr. 5: 30.6

CA-1837 (F-1837)—HELEN O'CONNELL
I Wanna Play House With You
CO-39632 (4-39632)—ARTHUR GODFREY
Dance Me Loose
DE-27792 (9-27792)—ROBERTA LEE
I Wanna Play House With You
KI-998—HAWKSHAW HAWKINS
ME-5740 (5740x45)—TINY HILL
Don't Put A Tax On Love
VI-21-0489 (48-0489)—PEE WEE KING
VI-20-4373 (47-4373)—RALPH FLANAGAN
Charmaine

20—Tulips And Heather

Apr. 12: 16.5 — Apr. 5: 13.3

CA-1952 (F-1952)—BENNY STRONG
Tavern In The Town
DE-27964 (9-27964)—FRED WARING
You'll Never Walk Alone

Best Selling Records

COMPILED BY JACK "ONE SPOT" TUNNIS

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of thousands of record dealers by Jack "One Spot" Tunnis. Each listing includes the name of the song, record number, artists, and tune on the reverse side.

• The number underneath the title indicates the actual sale per 1000 records made for the week. If the figure is 67.4, it mans that for every 1000 records sold that week, 67.4 were of the tune indicated—a combination of all the records on which it was available.

Comprising **100** Selections

Apr. 12 Apr. 5

LO-1172 (45-1172)—VERA LYNN
Once I Laved You
MG-11142 (K11142)—BILL HAYES
We Wan't Live In A Castle
VI-20-4453 (47-4453)—PERRY COMO
Please, Mr. Sun

21—At Last
16.3 8.1
CA-1912 (F-1912)—RAY ANTHONY
I'll See You In My Dreams
CR-60687 (9-60687)—WINGY MALONE
Awful Waffle Man
DE-27998 (9-27998)—BUDDY JOHNSON O.
Root Man Blues
VI-42-0157—GLENN MILLER O.
Perfidia

22—Ay-Round The Corner
16.1 10.9
CO-39653 (4-39653)—JO STAFFORD
Heaven Drops Her Curtain Down
DE-28054 (9-28054)—WEAVERS
Gandy Dancers' Ball
ME-5813 (5813 x 45)—XAVIER CUGAT O.
Chiu. Chiu

23—Come What May
15.9 12.0
CA-1944 (F-1944)—HELEN O'CONNELL
Baby We're Really In Love
CR-60650 (9-60650)—JIMMY SCOTT
Wheel Of Fortune
DE-28057 (9-28057)—TOMMY DORSEY O.
Hambone
ME-5772 (5772 x 45)—PATTI PAGE
Retreat
VI-20-4489 (47-4489)—FOUR TUNES
The Greatest Song I Ever Heard

24—Tiger Rag
14.2 22.4
CA-1920 (F-1920)—LES PAUL & MARY FORD
It's A Lonesome Old Town
DE-27939 (9-27939)—GEORGE BARNES
State Street Boogie

25—Wimoweh
13.4 18.2
CO-39651 (4-39651)—JIMMY DORSEY O.
I'll Always Be Following You
DE-27928 (9-27928)—WEAVERS & JENKINS
Old Paint

26—Charmaine
12.6 12.3
AP-1188—BILLY DANIELS
CA-1875 (F-1875)—FOUR KNIGHTS
Cry
CO-39616 (4-39616)—PAUL WESTON
At Dawning
CR-60599 (9-60599)—NEAL HEFTI O.
Cabin In The Cotton
DE-27859 (9-27859)—GORDON JENKINS
When A Man Is Free
KI-4506—BURNIE PEACOCK
LO-1020—MANTOVANI
Just For A While
ME-5747 (5747x45)—HARMONICATS
Domino
MG-11122 (K11122)—BILLHAYES
For All We Know
PR-916—Gene Ammons
VI-20-4373 (47-4373)—RALPH FLANAGAN
Slow Poke
VI-20-4375 (47-4375)—VAUGHN MONROE
Once

27—Stolen Love
10.8 9.5
DE-27962 (9-27962)—GUY LOMBARDO
Marshmallow Moon
ME-5784 (5784 x 45)—EDDY HOWARD O.
Wishin'
VI-20-4510 (47-4510)—THREE SUNS
Cool, Cool Kisses

Apr. 12 Apr. 5

28—Three Bells
8.9 9.3
CO-39602 (4-39602)—SAMMY KAYE O.
I Only Have One Life To Live
CO-4105-F—LES COMPAGNONS
That Lucky Old Sun
DE-27858 (9-27858)—ANDREWS SISTERS & JENKINS O.
Windmill Song
VI-20-4388 (47-4388)—JUNE VALLI
Cry

29—Dance Me Loose
8.3 10.2
CO-39632 (4-39632)—ARTHUR GODFREY
Slow Poke
DE-27906 (9-27906)—RUSS MORGAN O.
River In The Moonlight
VI-20-4457 (47-4457)—MINDY CARSON
Allegheny Fiddler

30—Shrimp Boats
8.1 8.9
CA-1873 (F-1873)—DICK BEAVERS
Jealousy
CO-39581 (4-39581)—JO STAFFORD
Love, Mystery And Adventure
DE-27832 (9-27832)—DOLORES GRAY
More, More, More
KI-15151—DICK BROWN
I Wish I Had A Girl
MG-11113 (K11113)—BILL FARRELL
Cry
VI-20-4405 (47-4405)—DANNY SCHOLL
I Remember You, Love
VI-20-4409 (47-4409)—TEX WILLIAMS
Urn On The Mantel

31—I Hear A Rhapsody
6.7 4.6
CA-1973 (F-1973)—RAY ANTHONY O.
For Dancers Only
CA-1979 (F-1979)—NORMAN KAYE
When My Blue Moon Turns To Gold Again
CO-39652 (4-39652)—FRANK SINATRA
I Could Write A Book
CR-60669 (9-60669)—HAL SINGER
Easy Street

32—Be Anything (But Be Mine)
6.6 —
CA-2011 (F-2011)—HELEN O'CONNELL
Right Or Wrong
CO-39690 (4-39690)—CHAMP BUTLER
When I Look Into Your Eyes
DE-28039 (9-28039)—BUSSY STARK
Sincere
ME-8270 (8270x45)—WINI BROWN
ME-5815 (5815x45)—EDDY HOWARD O.
She Took
MG-11187 (K11187)—ALAN DEAN
All My Life
VI-20-4576 (47-4576)—DON ESTES
Everytime

33—At Last! At Last!
5.5 6.8
DE-27934 (9-27934)—BING CROSBY
Isle Of Innisfree
DE-28031 (9-28031)—GUY LOMBARDO
Blue Tango
MG-11143 (K11143)—TED STRAETER O.
Only If You're In Love
VI-20-4477 (47-4477)—TONY MARTIN
Make With The Magic

34—Tenderly
4.8 3.8
CA-1654 (F-1654)—RAY ANTHONY
CO-39648 (4-39648)—ROSEMARY CLOONEY
Did Anyone Call?
DE-24161 (9-24161)—RANDY BROOKS O.
Lamplight
ME-5716 (5716x45)—

Apr. 12 Apr. 5

RALPH MARTERIE
It's All In The Game
MG-30384 (K30384)—DAVID ROSE
Flying Horse
VI-20-4403 (47-4403)—VAUGHN MONROE O.
I Like It, I Like It

35—Honest And Truly
4.7 6.2
DE-48284 (9-48284)—LITTLE DONNA HIGHTOWER
All My Life
DE-46405 (9-46405)—ROLAND JOHNSON
All My Life
DE-27996 (9-27996)—INK SPOTS
All My Life
DE-27995 (9-27995)—GUY LOMBARDO O.
One Little World

36—Noodlin' Rag
4.5 5.3
CA-2009 (F-2009)—JOE "FINGERS" CARR
Yes, Yes, Yes, Yes
CR-60646 (9-60646)—TERESA BREWER
Lovin' Machine
DE-27971 (9-27971)—GUY LOMBARDO O.
Bundle Of Southern Sunshine
MG-11185 (K11185)—ROBERT Q. LEWIS
Sunday Is My Day With You
VI-20-4542 (47-4542—COMO & FONTANE SISTERS
Play Me A Hurtin' Tune

37—Jump Through The Ring
4.4 4.4
ME-5785 (5785x45)—VIC DAMONE
My Funny Valentine
VI-20-4544 (47-4544)—TONY MARTIN
I Could Write A Book

38—That's The Chance You Take
3.5 6.6
CR-60659 (9-60659)—DON CORNELL
I'll Walk Alone
DE-28038 (9-28038)—PATTY ANDREWS
I'll Walk Alone
MG-11212 (K11212)—TED STRAETER O.
It Doesn't Matter Where I Go
VI-20-4574 (47-4574)—EDDIE FISHER
Forgive Me

39—Whispering Winds
3.4 —
ME-5816 (5816x45)—PATTI PAGE
Love, Where Are You Now?

40—Retreat
2.9 5.9
ME-5772 (5772x45)—PATTI PAGE
Come What May
MG-11151 (K11151)—BARBARA RUICK
You Couldn't Be Cuter

41—Festival
2.6 —

42—Dancing With Tears In My Eyes
2.4 4.8

43—I Wanna Love You
2.1 5.1

44—Silly Dreamer
1.9 2.2

45—A Kiss To Build A Dream On
1.8 6.1

46—Silver And Gold
1.6 2.6

47—Since My Love Has Gone
1.4 1.7

48—(It's No) Sin
1.3 2.4

49—A Garden In The Rain
1.2 1.8

50—Unforgettable
1.1 2.8

Earle Promoted To Columbia Exec Assistant; Townshend Takes Over Advertising Post

ALBERT EARLE

NEW YORK—Albert Earle, formerly advertising manager of Columbia Records, has been promoted to Executive Assistant and Director of Consumer Research at the diskery.

At the same time, Irving Townshend, sales promotion head, has been assigned Earle's former duties as advertising manager. Townshend will now combine both jobs.

Announcements of the promotions were made by Goddard Lieberson, executive vice-president of Columbia.

In his newly-created post Earle will be assigned to special projects undertaken by the company. He will report directly to James Conkling, president of Columbia, and to Lieberson. Part of his duties will be to coordinate all inter-departmental activities and serve as liaison between executive officers and all other divisions of the company.

Earle has been associated with the advertising and sales promotion departments of Columbia for the past 8 years. Appointed assistant advertising manager in 1949, he was in charge of national and cooperative advertising as well as radio and television promotion. Earle was named advertising manager in 1950.

Townshend, who now will handle both advertising and sales promotion, joined Columbia in 1951.

Meyerson Forms Low Priced Label

NEW YORK—Jack W. Meyerson, veteran of the music and record industry, has formed Plymouth Records, a new low priced label. Starting with over 50 LP classical titles, each priced at $1.49 for the 10" and $1.89 for the 12", the Plymouth label is offered exclusively to only one record account in a city. Meyerson, who is general manager, said, "The founding of this new label is in keeping with the current trend towards lower prices for 33 RPM classical records. Dealerwise, Plymouth offers advantages that have never before been granted by any record company."

HOT Rhythm & Blues ON Mercury RECORDS

1. LOOKING FOR MY BABY
The Ravens
5800

2. TROUBLE IN MIND
Dinah Washington
8269

3. BE ANYTHING (But Be Mine)
Winnie Brown
8270

4. TELL ME WHY
b/w
WHEEL OF FORTUNE
Dinah Washington
8267

NEW RELEASES

GOOMP BLUES
b/w
One Night Blues
Johnny Otis & Orchestra
8273

HEY, HEY
b/w
Walkin' The Lonesome Road
Big Bill Broonzy
8271

SEQUEL
b/w
I'll Always Be In Love With You
Paul Quinchette
8272

THE CASH BOX Rhythm & Blues Ramblings

Tin Pan Alley "tunesmith" **Rudy Toombs**, whose phenomenal "Teardrops" sold over one and one-half million disks last year, is hitting again with two Atlantic disks. "5-10-15 Hours" (**Ruth Brown**) and "One Mint Julep" (The Clovers). . . . Rudy's been penning tunes for about ten years now, since he gave up his vaudeville Song and Dance bit to become a songwriter. His dancing and singing experience has served him in good stead, aiding his sense of rhythm and teaching him what music should be. . . . **Dinah Washington** will add her distinctive vocal stylings to a package that will include the **Mills Brothers**, **Woody Herman**'s Ork and two other acts. Miss Washington will choose her latest Mercury recordings for this concert tour. . . . Nedicks, following the pattern set by other advertisers, will soon have top Negro celebrities voicing their "approval" of the luncheonettes.

* * *

The Clovers did a bang-up job at the Apollo Theatre last week. The management, however, should give them time enough to get in a proper finish. The curtain drops on them without giving proper time for applause usually accorded a headline act. . . . **Willis Jackson**, Florida's gift to saxdom, is back with his band at Harlem's "Home of Happy Feet," The Savoy Ballroom. Willis is now blowing the roof off New York's old jazz landmark. . . . After many years on WJMR, New Orleans, as "**Poppa Stoppa**," **Duke Thiel** left the air temporarily to resume his show April 1st on WNOE as "Poppa Duke." Duke will air from 4:30 to 5:30 every afternoon and midnight until two in the AM—the latter show to be called "The Midnight Ramble." . . . **Francine Masia**, Atlantic's very efficient chief bookkeeper, down with a mild fever last week, is back in the saddle.

* * *

Irving Marcus of Peacock Records was in town last week, and got an idea of how much his record line is in demand. His car was broken into twice. Marcus can't complain that he was ignored during his visit to our city. . . . Allen Distributing Co. of Richmond, Va., is the new Peacock sales agent for that area. . . . **Morty Shad** was in an automobile crackup last week, but we're happy to say he's ok. . . . **Van "Piano Man" Walls** was hospitalized last week, but is now reported on the recovering list. . . . Vi **Burnside** is set for a West Indies tour. . . . **The Ravens** are socko at their current stand at Club Birdland, New York. . . . **Wini Brown**, winsome ballad songstress has something big in her current "Be Anything-Be Mine" disk. . . . **Dizzy Gillespie** is due back from Paris on or about April 15th.

* * *

B. B. King, **Milt Larking** and **H-Bomb Ferguson** begin a series of one nighters on April 15th. . . . **The Swallows**, up and coming young songsters, into the Howard Theatre, Washington, D. C., on April 11th. . . . **Sonny Thompson**, who has a hit in his "Mellow Blues," will appear on the same bill. . . . Joe Morris' Blues Cavalcade hopping from Texas to the Coast this week-end. . . . That groovy **James Moody** was quite a rhythmic cut up at the Apollo Theatre, Harlem, last week and the fans loved it. . . . **Cootie Williams** has been booked into the Harlem spot for May 2nd. . . . **Mac Leonard**, diskist at WANN, Baltimore, dropped into Atlantic Records on his recent visit to this city. . . . T. J. Fowler signed by Savoy.

HOT in HARLEM on CHICAGO'S South Side in NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City's Harlem Area; Chicago's South Side, and New Orleans.

	In HARLEM	On CHICAGO'S South Side	In NEW ORLEANS
1	5-10-15 HOURS *Ruth Brown* *(Atlantic)*	BABY, PLEASE DON'T GO *Orioles* *(Jubilee)*	SWEET SIXTEEN *Joe Turner* *(Atlantic)*
2	HEAVENLY FATHER *Edna McGriff* *(Jubilee)*	TELL ME WHY *Dinah Washington* *(Mercury)*	MIDDLE OF THE NIGHT *Clovers* *(Atlantic)*
3	TROUBLE IN MIND *Dinah Washington* *(Mercury)* *Amos Milburn* *(Aladdin)*	WHEEL OF FORTUNE *Sunny Gale & Eddie Wilcox* *(Derby)*	5-10-15 HOURS *Ruth Brown* *(Atlantic)*
4	THAT'S WHAT YOU'RE DOING TO ME *The Dominoes* *(Federal)*	NO MORE DOGGIN' *Roscoe Gordon* *(R. P. M.)*	TROUBLE IN MIND *Dinah Washington* *(Mercury)*
5	LOOKING FOR MY BABY *Ravens* *(Mercury)*	MELLOW BLUES *Sonny Thompson* *(King)*	GOING HOME *Fats Domino* *(Imperial)*
6	WHEEL OF FORTUNE *Kay Starr* *(Capitol)* *Sunny Gale & Eddie Wilcox* *(Derby)*	NIGHT TRAIN *J. Forest* *(United)*	NO MORE DOGGIN' *Roscoe Gordon* *(R. P. M.)*
7	CRY *Johnnie Ray* *(Okeh)*	I DIDN'T SLEEP A WINK LAST NIGHT *Arthur Prysock* *(Decca)*	LET'S TALK ABOUT JESUS *Bells Of Joy* *(Peacock)*
8	NIGHT TRAIN *J. Forest* *(United)*	TROUBLE IN MIND *Dinah Washington* *(Mercury)*	GET ME SOME MONEY *Annie Laurie* *(Okeh)*
9	MELLOW BLUES *Sonny Thompson* *(King)*	5-10-15 HOURS *Ruth Brown* *(Atlantic)*	THAT'S WHAT YOU'RE DOING TO ME *The Dominoes* *(Federal)*
10	THIS IS HAPPINESS *Joe Holiday* *(Prestige)*	DIANE *Buddy Lucas* *(Jubilee)*	NIGHT TRAIN *J. Forest* *(United)*

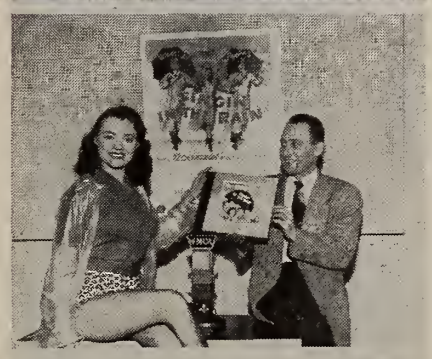
HOT

in DALLAS | in LOS ANGELES | in OTHER CITIES

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

	in DALLAS	in LOS ANGELES	in OTHER CITIES
1	NO MORE DOGGIN' *Roscoe Gordon (R. P. M.)*	WHEEL OF FORTUNE *Sunny Gale with Eddie Wilcox O. (Derby)*	MILWAUKEE, WIS. 1. 5-10-15 Hours (Ruth Brown) 2. Night Train (Jimmy Forest) 3. Diane (Buddy Lucas) 4. Million Dollar Boogie (Camille Howard) 5. Tell Me Why (Dinah Washington) 6. A Pound Of Blues (Johnny Hodges) 7. 3 O'Clock Blues (B. B. King) 8. Middle Of The Night (The Clovers) 9. Got You On My Mind (John Greer) 10. Fine Lookin' Woman (B. B. King)
2	SWEET SIXTEEN *Joe Turner (Atlantic)*	DUST MY BROOM *Elmo James (Trumpet)*	
3	THE BIG QUESTION *Percy Mayfield (Specialty)*	NIGHT TRAIN *Jimmy Forest (United)*	OPELOUSAS, LA. 1. Brown Angel (Roy Brown) 2. No More Doggin' (Roscoe Gordon) 3. Let's Talk About Jesus (Bells Of Joy) 4. Coffee Blues (Litnin' Hopkins) 5. Rock Me Mama (John Lee Hooker) 6. Wind Is Blowin' (Jimmy Witherspoon) 7. I've Got The Last Laugh Now (Roy Brown) 8. Money Blues (James Wayne) 9. Tender Heart (Charles Brown) 10. Lone Town Blues (Junior Brooks)
4	5-10-15 HOURS *Ruth Brown (Atlantic)*	NO MORE DOGGIN' *Roscoe Gordon (R. P. M.)*	
5	NIGHT TRAIN *Jimmy Forest (United)*	BE ANYTHING, BE MINE *Wini Brown (Mercury)*	SAVANNAH, GA. 1. Wheel Of Fortune (Sunny Gale) 2. Cry (Johnnie Ray) 3. Let's Talk About Jesus (Bells Of Joy) 4. No More Doggin' (Roscoe Gordon) 5. 5-10-15 Hours (Ruth Brown) 6. Walkin' (Nat "King" Cole) 7. Hard Times (Charles Brown) 8. Flamingo (Earl Bostic) 9. I'm Gonna Jump In The River (Buddy Johnson) 10. Night Train (Jimmy Forest)
6	LET THE TEARS FALL, BABY *Willie Mae Thornton (Peacock)*	THE WIND IS BLOWING *Jimmy Witherspoon (Modern)*	
7	WHEEL OF FORTUNE *Sunny Gale & Eddie Wilcox O. (Derby)*	THE HUNT IS ON *Percy Mayfield (Specialty)*	SHOALS, IND. 1. Wheel Of Fortune (Sunny Gale) 2. Night Train (J. Forest) 3. Trouble In Mind (Dinah Washington) 4. Cry (Johnnie Ray) 5. Tell Me Why (Dinah Washington) 6. Sleepy Time Down South (Louis Armstrong) 7. 3 O'Clock Blues (B. B. King) 8. The Little White Cloud That Cried (Johnnie Ray) 9. Booted (Roscoe Gordon) 10. Best Wishes (Roy Milton)
8	3 O'CLOCK BLUES *B. B. King (R. P. M.)*	DIANE *Buddy Lucas (Jubilee)*	
9	DUST MY BROOM *Elmo James (Trumpet)*	BROWN ANGEL *Roy Brown (DeLuxe)*	OAKLAND, CAL. 1. No More Doggin' (Roscoe Gordon) 2. Milk Train (Tab Smith) 3. I've Got The Last Laugh (Roy Brown) 4. The Wind Is Blowing (Jimmy Witherspoon) 5. Got You On My Mind (John Greer) 6. Dust My Broom (Elmo James) 7. New Blowtop Blues (Dinah Washington) 8. Central 209 (Litnin' Hopkins) 9. Yancey Special (Lloyd Glenn) 10. Looking For My Baby (The Ravens)
10	GOT YOU ON MY MIND *John Greer (RCA Victor)*	TROUBLE IN MIND *Amos Milburn (Aladdin)*	

Singin' In The Rain



NEW YORK—MGM began its big push on the "Singin' In The Rain" album last week, inviting djs and dealers to see the film, and announcing several gimmicks to aid in the promotion of the disks from the score. Dick Cowitt of Sanford Distributing, MGM distrib in New York, personally gave copies of the album to local disk jockies with the help of a lovely model dressed in an abbreviated costume with raincoat. At the top, the "Singin' In The Rain" gal is pictured with Jack Lacy at WINS; next with Jerry Marshall, WNEW; then comes Bob White, WMCA; and finally she is shown protecting Sid Parnes and Bob Austin, of *The Cash Box* staff, from the rain which might shower down on them in their office.

THE CASH BOX BEST SELLING SPIRITUAL RECORDS

Listed Alphabetically

- Angels Tell My Mother — PILGRIM TRAVELLERS *(Specialty)*
- He's So Wonderful — SISTER JESSIE MAE RENFRO *(Peacock)*
- I Bowed On My Knees — MEHALIA JACKSON *(Apollo)*
- I'll Make It Somehow — JOE MAY & SALLY MARTIN SINGERS *(Specialty)*
- Joy Joy To My Soul — SOUL STIRRERS *(Specialty)*
- Let's Talk About Jesus — BELLS OF JOY *(Peacock)*
- Old Land Mark — WARD SINGERS *(Savoy)*
- Touch Me Lord Jesus — ANGELIC GOSPEL SINGERS *(Gotham)*
- When He Spoke — WARD SINGERS *(Savoy)*
- World Prayers — BLIND BOYS *(Peacock)*

Modern IS HOT RECORDS hollywood

3 BIG Modern HITS!

"COLD CHILLS ALL OVER ME"
John Lee Hooker
MODERN #862

"THE WIND IS BLOWING"
Jimmy Witherspoon
MODERN #857

"RAMBLIN' ON MY MIND"
Boyd Gilmore
MODERN #860

THE CASH BOX JAZZ 'N BLUES REVIEWS

"DEAREST MOTHER" (2:42)
"HAPPY BIRTHDAY TO YOU" (2:57)
PAUL MONDAY
(Peacock 1569)

● A slow sentimental item hitting the market for Mother's Day is warmly projected by Paul Monday. Monday accompanies himself on the keyboard and his double threat delivery of the sincere number makes this a solid contender for the holiday sales. The under portion is a bouncy item that the artist puts over potently. He is assisted in polished manner by the instrumentalists.

"LOUISIANA HOP" (2:28)
"CRYING WITH THE RISING SUN" (3:00)
PETE "GUITAR" LEWIS
(Federal 12066)

● A fast jump, written by Pete "Guitar" Lewis is belted out by the instrumentalist zestfully as he brings out new sounds on his terrific guitar. Lewis and an exciting arrangement make this a soaring dish. The lower lid is a slow item that Pete Lewis chants in his raucous voice. Pete's guitaring and solid backing by the ork help bring in a pleasant end. Ops should take a peek.

"I COULD WRITE A BOOK" (2:42)
"CARIOCA" (2:39)
KAI WINDING ALL STARS
(Savoy 840)

● The Kai Winding All Stars come up with their version of the current revival of the "Pal Joey" hit. The All Stars combo adaptation is a slow, soft reading that changes over to a beaty tempo featuring the exciting tromboning of Kai Winding. The under portion is an up to date instrumental treatment of a latin tempo oldie. As on the top deck, the Winding trombone helps make this a sock dish. Ops have two listenable sides.

"WORLD PRAYER" (2:40)
"HOW FAR AM I FROM CANAAN?" (2:50)
ORIGINAL FIVE BLIND BOYS
(Peacock 1553)

● A slow spiritual is dramatically executed by the Original Five Blind Boys. An exciting arrangement has Archie Brownlee as the lead vocalist, and his singing is potent. Rev. Sam Lewis reads a prayer into the etching. The total effect is inspirational and sobering—and it comes out as a solid side. Lower end is an exciting wildish jubilee number that the artists render forcefully. Brownlee and Percell Perkins lead the group in making this a contagious recording. Ops have two good sides here.

"BE ANYTHING" (3:04)
"RED SAILS IN THE SUNSET" (3:12)
THE FIVE KEYS
(Aladdin 3127)

● A current pop tune that is making noise throughout the country is given a ride around the wax by the Five Keys. An interesting arrangement is run through pleasingly by the group, as they back the lead singer, whose smooth and mellow chanting helps make this a solid end. Flip side is another slow oldie on which the Five Keys do a grand job. Ops should show interest in these etchings.

★AWARD O' THE WEEK★

"BETTER BEWARE" (2:34)
"I'LL BE THERE" (2:59)
LITTLE ESTHER
(Federal 12065; 45-12065)

LITTLE ESTHER

● Little Esther belts out a fast moving bounce with zest and the force of a tornado as she gives a dynamic reading to a number that has what the doctor ordered to put life into the jukes. The thrush's shouty delivery of "Better Beware" is solidly backed by the musicians who drive out the spirited arrangement in rollicking manner. Sax, muted trumpet, and guitar are permitted exciting solo runs that lend to the listening pleasure of the upper deck. Ops have something with this platter and we think it will rake in plenty of jack. The under lid is a change of pace with the same type of arrangement. Little Esther's strong voiced, shouty vocal lifts the ditty out of the usual waxing, and she is given polished support by the musical aggregation. Ops have two good sides for their boxes and they should get them into their locations fast.

"DRAFTIN' BLUES" (2:35)
"LITTLE GIRL, RIDE ON" (2:41)
MELVIN EVANS
(Savoy 842)

● A slow blues with a big beat is given an exciting reading by Melvin Evans. The vocalist's lush presentation is solidly built into an infectious arrangement. The musical backdrop is creditably supplied by the musical aggregation. Flip is a similar tune slickly executed by Evans. Arrangement conveys a mental picture of moanin' and swayin'.

"BLUE RIDGE JUMP" (2:26)
"BILL BAILEY (Won't You Please Come Home?)" (2:44)
MARIE BELL-JIMMY HAYNIE
(Big Wheel 100)

● A rocking jump is belted out by Marie Bell and Jimmy Haynie on the piano and drums. Marie Bell sweeps the chords with exciting runs as Haynie supplies the driving rhythm on the skins. The second side is a traditional fast moving number arranged to showcase the two artists, who handle the tune in slick style.

"I'M SO HAPPY" (2:42)
"I NEED YOUR LOVE" (2:39)
DANNY COBB with PAUL WILLIAMS ORCH.
(Savoy 841)

● A spirited jump is given a spin around the wax by Danny Cobb with the Paul Williams Orchestra. Danny's explosive chanting is given a powerhouse musical backing by the ork which features the brass section. Lower end is an exciting rhumba with Cobb giving out with a cute set of lyrics. Potent orking helps bring this side in as a potential coin catcher.

"DON'T BLAME HER" (2:49)
"BLUES FOR LONNIE" (2:44)
LONNIE JOHNSON
(Aladdin 3029)

● Lonnie Johnson gives a sincere performance as he chants the slow blues item with warmth and much feeling. Johnson's smooth vocalizing is solidly backed by the musical aggregation. The second deck is a similar number rendered soothingly by the artist. A slick arrangement capably handled by the musicians makes this a listenable platter.

Jazz 'n Blues SLEEPER OF THE WEEK

"HOPE, SKIP, AND JUMP" (2:40)
"PLEASE, MR. SUN" (2:49)
LYNN HOPE & ORCHESTRA
(Aladdin 3128)

LYNN HOPE

● A dynamic, driving number is taken for a rollicking ride around the wax by Lynn Hope and his orchestra. Titled, "Hope, Skip, And Jump," the exciting tune is treated to a rhythmic arrangement that the ork socks out as they give a grade A exhibition of musicianship. Lynn Hope goes wild on the sax as he sends the musical notes spinning through the ozone. Hope's spright saxing and the musical backdrop provided by the ork make this a top notch effort. This etching is sure to explode into a top money maker and ops should waste no time in placing it. The under portion is a solid instrumental arrangement of the current favorite "Please, Mr. Sun." As on the first side, the terrific saxing of Hope and the expert accompaniment by the Hope group make this a deck with strong possibilities. However, we look for the upper plate to break first and fast and ops get with it immediately.

"I'M GONNA PLAY THE HONKY TONKS" (2:41)
"MY SEARCH IS OVER" (2:44)
MARIE ADAMS
Peacock 1583—available on 45 rpm)

● Strong voiced Marie Adams belts out a slow blues with much feeling as she sells the fitting lyrics. Bill Harvey's Band backs Marie solidly as they give the expressive arrangement a sock coverage. Flip is a slow bounce dramatically delivered by Marie Adams and again potently backed by the Harvey ork. Ops should get with this one pronto.

"WADING THROUGH BLOOD AND WATER" (2:39)
"WHAT ARE THEY DOING IN HEAVEN TODAY" (2:53)
DIXIE HUMMING BIRDS
(Peacock 1594—available on 45 rpm)

● The Dixie Humming Birds chant a slow religious number softly and smoothly. The vocal becomes shouty as the beat becomes faster and rhythmic. Ira Tucker does a grand job with the lead. The under lid is a slow inspirational item with Paul Owens doing the lead while dramatically assisted by the Humming Birds. Ops should listen.

"GONNA WALK THOSE GOLDEN STAIRS" (2:15)
"WHO CAN HE BE?" (2:35)
THE JORDANAIRES
(RCA Victor 20-4607; 47-4607)

● A rhythmic rocking spiritual is banged out in uninhibited fashion by the Jordanaires as they harmonize with rollicking abandon. The deep voiced lead does a top flight job and is excitingly supported by the remainder of the group. The under side is a slow tune that is given the same A-1 treatment by the Jordanaires. Ops with the right locations could cash in with these two halves.

"LOST TIME" (2:40)
"DOWN HOME JUMP" (2:52)
ERSKINE HAWKINS
(King 4522)

● A moderate bounce is given a hot treatment by Erskine Hawkins and his orchestra. The arrangement features lots of brass and spots the trumpet in a strong solo. Lou Elliot handles the cute lyrics zestfully, and together the vocalist and ork bring in a listenable disk. Flip is an instrumental arrangement of a driving item that showcases Hawkins' soaring trumpeting. Ops will like both sides.

"WAITIN' IN VAIN" (2:55)
"TIME AFTER TIME" (2:40)
LITTLE MISS CORNSHUCKS and HER ALL STARS
(Aladdin 3126)

● Little Miss Cornshucks gives a warm reading of a slow blues as she and her All Stars sell a pretty tune. Miss Cornshucks mellow handling of the cute lyrics is solidly backed by the instrumentalists. The under deck is a similar tune tastefully arranged, and dramatically projected by the artist. We think the top plate could break and advise ops to listen.

Kickin' The Blues Around

with Sam Evans

"Hambone" as swingy and hip a little nifty, to come our way in many a moon, looks good for both publisher and writers, **Red Saunders** and **Leon Washington.** Its the Saunders band doing the Okeh backing on the original slicing. Youngsters used on the platter are Chicago Teenagers, schooled by both Red and one of the boys' father . . . **Ted Watson,** theatrical scribe for The Pittsburg Courier, doing a yeoman's job of tabulating votes for his sheet's "Stage Popularity" contest . . . **Illinois Jacquet** blowing like wild now that he is in the big package along with **Frankie Laine** and **Patti Page** . . . **Bullmoose Jackson** (he prefers to be called **Benjamin Jackson**); **Maxine Sullivan; The Wonderful Clovers** and Mr. **Dusty Fletcher** did a sock-cessful week at Philadelphia's famed Earle.

Arthur Prysock can get you coming or going. Not only is the lad a good singer, but the boy can cut your wig right nice too. Arthur owns a popular tonsorial parlor in Brooklyn. This is smart. With this business being one of "Today you're sensational" and "Tomorrow, nobody has every heard of you" its wise to have a little business of your own to fall back on. The Great Atlantic and Pacific Grocery Co. has a funny way of never having heard of you, when you are without funds . . . **Lionel Hampton** at Cleveland's Town Casino, to be followed by **Louis Armstrong. Lee Magid,** member of the 'Brass' at Savoy sends a note on **Varetta Dillard,** this I will report on in a later column . . . **Don Robey** getting big in the religious market with his Peacock label . . . For a fast buck take a ride on that terrific "Slow Caboose" on Checker.

The new one by the ace writing team of **Weiss and Benjamin,** "I May Hate Myself In The Morning" has all of the plaintive protest of a sweet young thing just at the moment before the lights went out. Tune is nice and has all of the rich sweetness that the boys always breath into their work. . . . **Gene Emerald,** on KRNT in Des Moines, adds much to his record spinning by playing the guitar and singing. His shows stick mostly to pops and standards. . . . **Natty Dominique,** an old timer at jass, has for the past years been red-capping at the Midway Airport in Chicago, and is now gathering a band composed of **Jasper Taylor,** drums, **Bill Johnson,** bass, and perhaps **Baby Dodds.** . . . For real kicks, get on the telegram list of **Ava Shad.** This little bombshell can send out more wires on more talent than most people can send two cent post-cards.

Jimmy Palmer has one called "Who" that has him truly excited. I also like his "Dancing Shoes" and "Toot Toot Tootsie." . . . Years back **Jan Garber** had a young singer named **Lee Bennett** who always was the hit of the band. Lately Lee has been doing radio announcing and some TV shows. But the call of the stage was too great and back he goes with a big band of his own, playing his first engagement this week at O'Henry Ballroom on the outskirts of Chi. . . . **Sax Mallard,** naturally he plays a sax, is off to a fast start with his "Slow Caboose." This is the first release on a new label, Checker by name. Label will bring in loot, as indicated by the initial sales of "Caboose." With a nationwide distrib. set-up and top talent to choose from, Checker will be great, but soon. . . . **Sid "My Boy" McCoy,** takes over the late night duties on WENR, Chi., with a remote from The Pershing Hotel lounge. Format includes interviewing celebs and playing some records. . . . Little **Donna Hightower,** on Decca has done in good fashion "Honest and Truly," same tune has been spotted smartly by Lion Music Corp., with **The Ink Spots** and **Guy Lombardo** for the pop trade; while **Roland Johnson** is beaming it to Country and Western buyers.

Bill Nielsen wires from Bermuda about the weather and of course Columbia records. . . . **Howard Miller,** the busiest man in town, sometimes gets confused as to which station to go to next. He's only on four per day. And what a swell guy. . . . **Floyd Hunt** and **Lee Egalnick** report their Premium Music Corp. is doing well and for music publishers this ain't so easy these days. . . . **Hal Tate** doing a good job on his Sunday afternoon WBKB-TV show. His Hooper is steadily rising, as it should, due to the really good show that Hal is putting on. . . . **Jack Garber,** has lost all of his hair, but has found a neat touch in writing spirited and highly informative material for the publicity dept. of Balaban and Katz Theaters. . . . **Jack Goodwin,** of **Sam Fox's** Chicago office is one hard worker. Known on Randolph St. as a member of the old line of song pluggers, he is welcomed in all studios and by all deejays. . . . **Saxie Dowell,** of **Hal Kemp** fame, off for a month's auto trip to the west coast. . . . And yours truly off to Detroit and principally a visit to the Flame Club.

SAM EVANS is the Jass and Blues expert heard nitely an WGN, Chicaga's Mutual autlet and an WBKB-TV.

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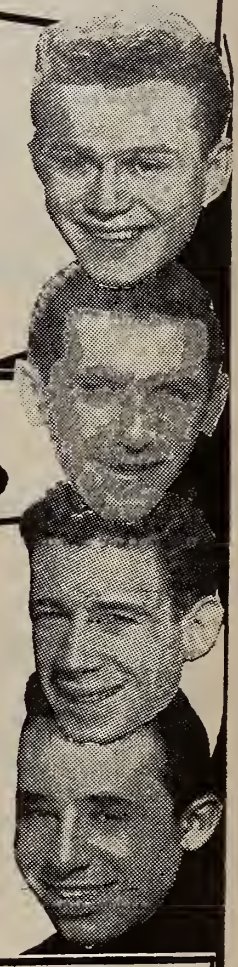

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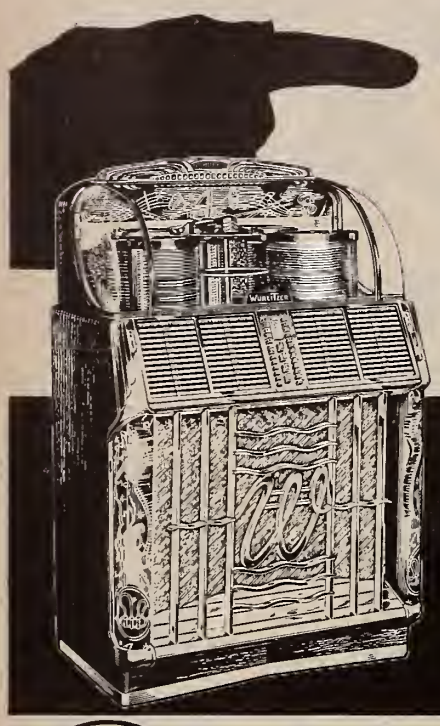

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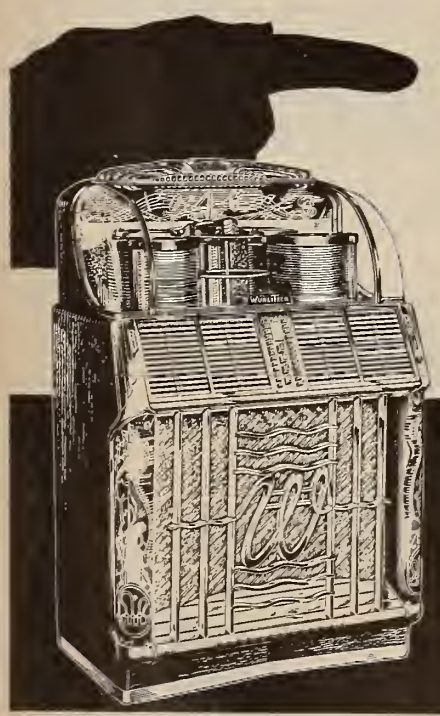

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Sinatra And Cole Take Their Q

NEW YORK—Two visiting dignitaries of the music world showed up at Robert Q. Lewis' program one night last week. They were Frank Sinatra, currently starring in both the film and the stage show at the Paramount, and Nat "King" Cole, engaged in TV work and theater dates in the New York area. Sinatra is currently strong with "I Hear A Rhapsody" while Cole is hitting it up with "Easter Sunday Morning".

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"PLEASE TELL ME WHY"
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"MY HEART FELL AT HER FEET"
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DIAMOND RECORD CO. INC. JACKSON, MISS.

Columbia Releases Beiderbecke Story In Golden Era Series

NEW YORK — Columbia Records announced last week the release of the Bix Beiderbecke story in a new Golden Era record series.

Originally released on Columbia's old Okeh jazz label, it is now presented in three volumes, each containing twelve sides, that retrace Beiderbecke's brief recording career. The cornet virtuoso made his first recording in 1927 and was dead two years later, at the age of 28.

Bix, who played the cornet when still a child, got his first taste of jazz in Chicago's South Side in 1921 while attending military academy. Two years later he left the Academy and landed a steady job with a group of other youngsters at a Hamilton, Ohio roadhouse. This marked the debut of the Wolverines. When the Wolverines broke up in 1925 Bix joined Charlie Straight's band in Chicago, where he could once more hear the great Negro musicians who were pouring into town. That same year Bix joined Frank Trumbauer's band in St. Louis. Tram encouraged young Beiderbecke, helped him with the technical side of music, and still more important, helped steer the impractical Bix into the two best paying big bands of the time—the Gene Goldkette and Paul Whiteman ensembles.

George Avakian, Columbia's authority on jazz, says of the cornetist, "There is always a reserved quality to Bix's cornet sound as though he never quite lets himself go all out emotionally. He was one of the most exciting musicians who ever lived."

Okum Lectures

RUTHERFORD, N. J. — Henry Okun was the guest speaker on March 27th at Farleigh Dickenson Junior College, this city.

The theme of Okun's talk to the students was "Record promotion and the duties of an advance man with a musical unit."

Standard Songs are MONEY MAKERS!

"DANCING WITH TEARS IN MY EYES"

MANTOVANI—London
TONY BAVAAR—RCA Victor
RALPH FLANAGAN—RCA Victor

Pub. by: M. WIDMARK & SON

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"BLOOD STAINED BANNER"

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New Cajun Tune Sweeps Cleveland; It's Richard Hayes' "Junco Partner"

CLEVELAND, OHIO—A new tune was sweeping this city last week, replacing all the current favorites. It's "Junco Partner" sung by Richard Hayes and put out on the Mercury label.

Introduced on a dub by Bill Randle, before the record was even released, the number has drawn such tremendous response that Mercury is going all out on it.

The waxing was supervised by Bobby Shad, Mercury's R & B head, who last year cut the same tune when he headed his own label, Sittin' In. At that time it was done by James Waynes.

"Junco Partner" is a Cajun folk song, coming out of the bayous of Louisiana.

Art Talmadge, vp of Mercury, said that 100,000 copies of the lyrics are being printed to be sent to disk jockies so that they may in turn send them to their listeners. A contest may also be held, the winner being the one who can best translate the Cajun idiom, in which the number is sung.

Mercury has been experimenting with Richard Hayes' style for several months now and a couple of times he almost hit the top with a disk. This new one, however, is really expected to put him up there in the upper ranks.

Tate Publishes First Chicago TV Directory

CHICAGO—After six months of research, Hal Tate Productions, Chicago TV package firm, published on April 1st Chicago's first television directory. A two-sided telephone card entitled "Tate's Chicago TV Directory," it contains names, addresses and telephone numbers of all firms connected with the television industry in Chicago. The phone card was distributed at the National Association of Radio and Television Broadcasters Convention at the Conrad Hilton Hotel on April 1st. Hal Tate, president of the package firm, says he plans to publish the directory semi-annually. Extra copies will be available at the Tate firm's home office, 831 South Wabash Avenue.

Categories in the TV phone card include stations, station representatives, package producers, trade papers, Chicago TV editors, music publishers, recording companies, television set manufacturers, film distributors—all told there are over twenty categories.

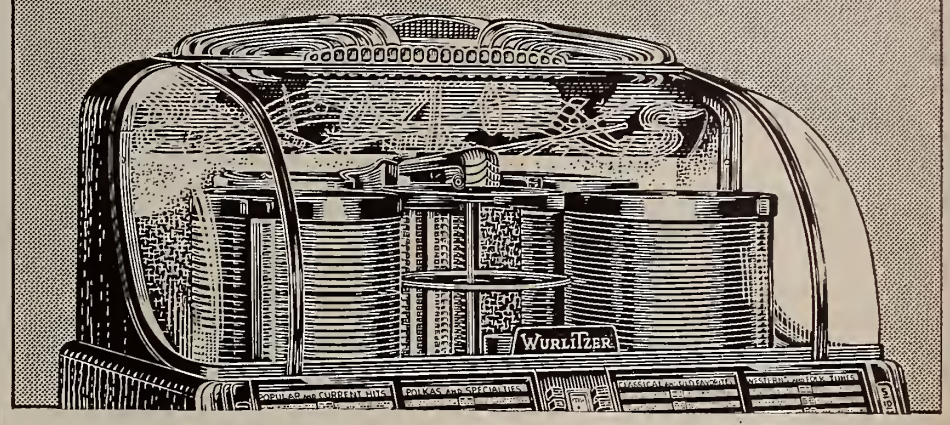
Walt Ditzen, creator of "Fan Fare," syndicated in the "Chicago Daily News" and hundreds of other papers in the United States by the National Newspaper Syndicate, made two original drawings exclusively for "Tate's Chicago TV Directory."

Myers Reelected SWAP Prexy

PHILADELPHIA — The Song Writers Association of Philadelphia (SWAP) returned James E. Myers, head of Myers Music and Jem Publications to its presidency this week. SWAP was founded in 1948 by Myers, Frank Capano and a group of the town's tunesmiths and publishers to bring them together on a social basis and for their mutual benefit.

Other officers elected for the new year are: Robert "Duke" Morgan, Gus Braun, and Ann Tumolo, vice presidents in that order; Haines Jamison, executive secretary; Florence Moss, recording secretary; Johnny Richards, treasurer; and Ted D'Onofrio, sergeant-at-arms. Board members elected are Dr. Louis Menaker, chairman; Len McCall, Al Alberts, Billy Uhr, Domer Brown, Marty Spoerl, Cecil Dunlap, and Jean Ray.

NEW EYE APPEAL



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THE CASH BOX FOLK and WESTERN ROUNDUP

Dewey Phillips, long time record spinner at WHBQ in Memphis, met with another auto accident recently and is confined to McKinney Hospital for a possible two month stay. Two broken legs and other injuries will keep him there. However, a line has been installed and he is to begin his regular duties from his bed immediately.

WSM is receiving a lot of unexpected mail complimenting "Grand Ole Opry" artists on their appearance on "Kate Smith's Evening Hour" (NBC-TV) of March 26th. Nearly every letter queries "When is "Grand Ole Opry" going on network TV regularly?" Looks as if there's smoke here that could soon catch fire! **Hank Williams, Roy Acuff, The Carter Sisters,** and **The Luke of Padukah** were the headliners of the show.

The **Palmetto State Quartet** is in their fifth year of live shows from WFBC in Greenville, S. C. Station reports their six weekly broadcasts enjoy top listener reaction. Programs are all made up of sacred songs.

Tom Bearden is leading **The Rhythm Harmoneers** in their two daily appearances on KNOE in Monroe, La. Group also holds top spot on stations "Saturday Night Jamboree."

ERNEST TUBB

"Friday Frolic" is the result of combining WSM's Friday country shows into their seven to nine thirty PM slot. Although show has been on the air for several weeks with parts transcribed, it is now being staged live with an audience participating. "Friday Frolic" is quickly taking its place as an audience headliner along with the Saturday afternoon studio shows and Saturday night's "Grand Ole Opry."

WPTF in Raleigh, N. C., a 50,000 watt NBC outlet, has added twenty-five minutes daily to its Saturday night "Hillbilly Jukebox" show. Times are now 6:20 to 6:45 daily and 6:30 to 7:30 on Saturday.

Jerry Byrd (Mercury) is in the process of recording another album featuring his steel guitar work. Mercury's exec, **Dee Kilpatrick,** is doing the supervision.

Carl Smith (Columbia) is back at work following two weeks of virus infection. **Ernest Tubb** (Decca) is recuperating at home from the same ailment while **Red Foley** (Decca) is still hospitalized.

Pat Cook, vet d. j. of KSTL in St. Louis has two and a half hours per day of country and western records. Cook also broadcasts Saturday night over WIL from New Lindy Hall in East St. Louis. This hour is split half records and half live with his group, "The Rhythm Buddies."

"Saturday Morning Hymn Time" in the 6:00 to 6:45 spot has been added to **Frank Raymond's** d. j. duties at WDVA in Danville, Va. During the week "Cousin Frank" is heard with records, chatter and farm news from 6:00 to 6:45 AM on the "Virginia-Carolina Farm Hour."

WTAG in Worcester, Mass., is following the swing to country and western music with the scheduling of shows in this category immediately. Station is badly in need of records for this field according to **A. J. Brissette,** Program-Production Mgr.

"Yodelin' Bob Lewis" has been doing his shows carried by KRNO in San Bernardino, Calif., from the San Bernardino National Orange Show. **Spade Cooley** performed from the same spot for two days.

Al Rogers (M-G-M) recently left his duties in Amarillo, Texas, to accept AM and TV time on San Antonio's 50,000 watt WOAI. Response to his first WOAI programs has been very big.

Nice to see **Spike Hogan's** name listed in second place in one of the nation's disc jockey polls. Spike holds forth from Seattle's KXA with country and western records nightly.

In addition to his d. j. duties at KMAC in San Antonio, **Charlie Walker,** also manages one of cities largest niteries, "The Barn." Country and western talent is featured. Charlie will be glad to hear from any names coming that way for booking.

WIEL in Elizabethtown, Ky., have live broadcasts on week ends by the **Doe Run Valley Boys** and **Katie Lee & Paul Decker.** Latter are gospel singers. Both groups doing well with apearances in that area.

"Mesquite" **Jerry Johnson** is in his fifth year at WTWN in Saint Johnsbury, Vermont. His daily show, "Western Jamboree," was recently contracted for by a local furniture concern.

A HIT!
"TRY ME ONE MORE TIME"
ROBERTA LEE—Decca
MARGARET WHITING—Capitol
ERNEST TUBB—Decca
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SPEEDIEST PLAYING RECORDS REVIEWED ...THIS WEEK...

Records All Under 2:30 Min.

POPULAR

"WASHINGTON AND LEE SWING" 1:55
(Jerry Shard Music—Capitol)
"CHIMINEY SMOKE" 2:02
(Stuart Foster—Abbey)
"WATER UNDER THE BRIDGE" 2:05
(Tony Mango—Rainbow)
"WING-DING TONIGHT" 2:10
(Freddy Martin Orchestra—RCA Victor)
"LITTLE TRAIN CHUGGIN' IN MY HEART" 2:10
(Jane Turzy—Decca)
"I'D BE LYING" 2:12
(Dick Beavers—Capitol)
"THE HEART OF A CLOWN" 2:14
(Merv Griffin—RCA Victor)

JAZZ & BLUES

"GONNA WALK THE GOLDEN STAIRS" 2:15
(The Jordanaires—RCA Victor)
"BLUE RIDGE JUMP" 2:26
(Jimmy Haynie—Big Wheel)
"LOUISIANA HOP" 2:28
(Pete "Guitar" Lewis—Federal)

FOLK & WESTERN

"GET UP AND GIVE" 2:06
(Grady Martin—Decca)
"A LITTLE BIT OF THIS" 2:10
(Bobby Williamson—RCA Victor)
"OVER THE HILL" 2:14
(Hawkshaw Hawkins—King)
"THERE SHALL BE SHOWERS OF BLESSINGS" 2:15
(Tex Ritter—Capitol)

THE CASH BOX FOLK & WESTERN RECORD REVIEWS

BULLSEYE of the WEEK

"TOM TOM YODEL" (2:57)
"I'LL BE WAITING PATIENTLY" (2:43)
LONE PINE AND HIS MOUNTAINEERS
(RCA Victor 20-4581; 47-4581)

● An unusual tune with a different sound is sold dramatically by Lone Pine and His Mountaineers, with Betty Cody on the vocal. Betty's excellent voice is given free reign in this number titled "Tom Tom Yodel" which permits her to range from high to low as she chants the story extolling the life of the cowboy. The yodeling, which sounds different than the usual western yodel, is excitingly done and receives a spirited and uncommon backing which seems to be entirely tom-tom beats and guitar plunking. The treatment of this new and original item is potent and leaves the listener with an impression of freedom as expressed by the lyrics. Ops who are looking for a change to offer their patrons would do well to put this side into the jukes immediately. Flip is a slow piece "I'll Be Waiting Patiently," that is capably handled by Lone Pine and his group. We look for the top platter to break fast and advise ops to get with it.

"DON'T STAY AWAY (Till Love Grows Cold)" (2:55)
"GET UP AND GIVE" (2:06)
GRADY MARTIN
(Decca 28074; 9-28074)

● Grady Martin gives his interpretation of the Lefty Frizzel number, and the warm delivery of the chanter makes it ok listening. A dramatic arrangement features solid saxing and rolling keys. Flip is a fast moving novelty that Grady Martin and His Slew Foot Five drive out with abandon. The bouncy rendition spots several instrumental solos effectively.

"FOUR BARE WALLS AND A CEILING" (2:37)
"I CAN'T STOP LOVING YOU" (2:30)
COWBOY COPAS
(King 1046; 45-1046)

● Cowboy Copas doles out a slow country weeper in his stylized manner. Copas sells the sad lyrics potently and is capably backed by a polished musical group. The under siding is a bouncy piece that Cowboy Copas drives home with his spirited presentation of the sentimental lyrics. Cowboy's vocalizing is smooth and listenable, and the result is a strong etching.

"OVER THE HILL" (2:14)
"I AM SLOWLY DYING OF A BROKEN HEART" (2:27)
HAWKSHAW HAWKINS
(King 1047; 45-1047)

● A fast moving jump is taken for a happy ride by Hawshaw Hawkins and Ruby Wright, and the vocalizing pair bang out a delicious novelty zestfully. The spirited tune is a grand choice for the artists who seem to be enjoying themselves as they wax the tune. The second side is a slow plaintive song soothingly projected by Hawkins and Wright.

"TALKIN' TO THE WALL" (2:28)
"I PLOWED A CROOKED FURROW" (2:32)
JIMMY WALKER
(Intro 6051)

● Jimmy Walker handles a sad number set to a fast beat expressively as he tells the story: "All day long it's the same old song, I'm talking to the wall." The instrumental group provide a fitting musical backdrop for the melodic piping of Walker. The lower portion is a similar item in theme and tempo potently sold by the artist. Ops might listen in.

"THERE SHALL BE SHOWERS OF BLESSINGS" (2:15)
"THE LETTER EDGED IN BLACK" (3:02)
TEX RITTER
(Capitol 2034; F-2034)

● Tex Ritter comes up with a slow ballad which he warbles softly and smoothly. The Oklahoma Sweethearts provide a choral assist that lends appeal to the pretty tune. Flip is a slow country weeper that Ritter handles strongly as he delivers the sad lyrics. The "Sweethearts" back Tex sincerely, and the blend of voices make this an ok side.

"I'LL BE LUCKY SOME DAY" (2:35)
"HUBBIN IT" (2:39)
BOB WILLS
(MGM 11213; K11213)

● A slow novelty is kicked off with a talky opening, and deep voiced Bob Wills takes it from there. Wills is given strong support by His Texas Playboys as together they deliver a potent reading of a cute arrangement. The under siding is a fast beat item that the boys bang out with joyful abandon. Interjected exclamation and handclapping make for an interesting disking. Ops should look in at this platter.

"A LITTLE BIT OF THIS" (2:10)
"CAN'T HELP WONDERIN'" (2:19)
BOBBY WILLIAMSON
(RCA VICTOR 20-4608; 47-4608)

● Bobby Williamson presents a fast moving tune of his own and bangs out the exciting tempo with a dynamic vocal. Williamson gives the cute lyrics an infectious reading, and the result is a pleasing disk. The second side is a moderate bouncy tune that is treated to an ok arrangement. Williamson's warbling is expressive as he brings in a strong etching. Ops should take a peek.

"I MAY HATE MYSELF IN THE MORNING" (2:35)
"FOOLING AROUND" (2:30)
ELTON BRITT and ROSALIE ALLEN
(RCA Victor 20-4630; 47-4630)

● A pretty Benjamin-Weiss tune is given a western treatment by Elton Britt and Rosalie Allen. The duo turn in a potent effort as they blend their voices in a sincere rendition of the lilting item. Lower lid is a bouncy novelty that shows off Britt and Allen at their best. An exhilirating arrangement is handled spiritedly by the musicians and the happy chanting of the artists make this a good choice for the boxes. Ops are advised to listen to this platter now.

THE CASH BOX Reports THE NATION'S BIG 10

HILLBILLY, FOLK & WESTERN JUKE BOX TUNES

1. **LET OLD MOTHER NATURE HAVE HER WAY**
   Carl Smith
   (Columbia 20862; 4-20862)

2. **DON'T JUST STAND THERE**
   Carl Smith
   (Columbia 20893; 4-20893)

3. **GIVE ME MORE, MORE, MORE**
   Lefty Frizzell
   (Columbia 20885; 4-20885)

4. **SILVER AND GOLD**
   Pee Wee King
   (RCA Victor 20-4458; 47-4458)

5. **SLOW POKE**
   Pee Wee King
   (RCA Victor 21-0489; 48-0489)

6. **WONDERING**
   Webb Pierce
   (Decca 46364; 9-46364)

7. **HONKY TONK BLUES**
   Hank Williams
   (MGM 11160; K11160)

8. **MILK BUCKET BOOGIE**
   Red Foley
   (Decca 27981; 9-27981)

9. **BUNDLE OF SOUTHERN SUNSHINE**
   Eddy Arnold
   (RCA Victor 20-4413; 47-4413)

10. **EASY ON THE EYES**
    Eddy Arnold
    (RCA Victor 20-4569; 47-4569)

Full Speed Ahead

HOLLYWOOD—You'll be taking in plenty of "Diesel Smoke" from now on in, with the Johnstone-Montei published tune off to a high-rolling start with a batch of records by top artists in the folk field, including RCA-Victor's "Sons of the Pioneers," who are shown gathered here around a diesel rig. At the wheel is Cal Martin, a truck driver and member in good standing of the Teamsters' Union who penned the song in between runs. Other artists already out on the number are Doye O'Dell via Intro, Burl Ives for Decca and Billy Strange for Capitol.

Tops In Their Field

NEW YORK—Two RCA Victor artists, tops in their respective fields, get together. Perry Como is shown with Hank Snow on Perry's TV show last week. Hank has a new hit in "The Gold Rush Is Over" while Perry is just out with "One Little Candle."

Zack On Boston Hillbilly Show

BOSTON—Station WCOP of this city has begun a series of Hillbilly Jamborees from the Boston Symphony Hall which will be held every Friday night. The Jamborees will feature Eddie Zack and his Western Band and a guest star.

On April 4th Zack will have as his guest Kenny Roberts. Subsequent shows will feature as guest artists such names as Hawkshaw Hawkins, Dick Thomas, Rosalie Allen and many other well known folk artists.

Eddie Zack has another show daily on Station WHIM, Providence, R. I., and will appear on television in mid April on WBZ, Boston.

Dana-Yankovic Collaboration

NEW YORK—Walter Dana, president of Dana Records and Frank Yankovic, two of the leading exponents of Polka music, have joined forces and composed a new Polka, "Smile, Sweetheart, Smile," which will soon be released by Columbia Records in both English and Slavinian.

Victor's "Operation Impact" Spurts Vaughn Monroe Disk

NEW YORK—RCA Victor utilized for the first time a new promotion campaign known as "Operation Impact," on its Vaughn Monroe release of "Lady Love" coupled with "Idaho State Fair," which not only combined the efforts of RCA Victor's New York Sales, Advertising and A & R Department and RCA distributors, but also included the cooperative aid of both music publishers represented on the recording.

"Operation Impact" was designed by RCA Victor in conjunction with music publishing houses and utilizes over a dozen various exploitation-sales stunts, each of which in the past was partly responsible in helping a dozen or more recent best selling records attain important recognition. By employing all devices on the one Vaughn Monroe "Lady Love," "Idaho State Fair" platter, RCA Victor accomplished its objective when the Vaughn Monroe disking attained top selling position on its list in less than 2 weeks.

Further indication of the success of RCA Victor's "Operation Impact" was reflected through music jobbers who report that "Lady Love" within a similar period of time drew initial sheet music orders from 18 of the 20 large music jobbers around the country.

Southern Issues Eddy Arnold Album Hits As Singles

NEW YORK—Bob Gilmore, Peer-Southern vp and country-western topper, has taken an unusual step to activate three great country standards waxed last year by Eddy Arnold. The tunes are "Roll Along, Kentucky Moon," "A Sinner's Prayer" and "When My Blue Moon Turns To Gold Again." They were all included in Eddy's album, "All Time Hits From The Hill—Volume 2."

These sides have never been issued as singles. Consequently they haven't had juke box and disk jockey distribution and exposure.

This week, Gilmore arranged for special dj pressings backing up the sides and adding a fourth, Eddy's version of "My Daddy's Only A Picture." The latter, a sizeable hit in 1948, is, Gilmore feels, even more timely today due to the Korean war.

Five hundred vinylite pressings on each number will be distributed to key country jocks.

King DE LUXE Federal RECORDS

Best Sellers

POPULAR

★ JACK RICHARDS and THE MARKSMEN
THERE'S A BLUE SKY WAY OUT YONDER
YOU'RE NOT WORTH MY TEARS
15161 and 45-15161*

★ TEDDY PHILLIPS
WISHIN'
SUNSHINE AND FLOWERS
15156 and 45-15156*
I AM SORRY I GOT IN THE WAY
DEEP, DEEP IN THE CELLAR
15162 and 45-15162*

FOLK-WESTERN

★ MOON MULLICAN
A MILLION REGRETS
SHOOT THE MOON
1043 and 45-1043*

★ BOB NEWMAN
A-ROUND THE CORNER
LONESOME SAILOR'S DREAM
1057 and 45-1057*

★ HAWKSHAW HAWKINS
OVER THE HIEL
(with Ruby Wright)
I AM SLOWLY DYING OF A BROKEN HEART
1047 and 45-1047*

★ WAYNE RANEY
REAL GOOD FEELIN'
I'D FEEL JUST LIKE A MILLIONAIRE
1036 and 45-1036*

SEPIA BLUES

★ SONNY THOMPSON
MELLOW BLUES
Part 1 and 2 4488 and 45-4488*

★ EARL BOSTIC
LOVER COME BACK TO ME
THE MOON IS LOW
4511 and 45-4511*
FLAMINGO
I'M GETTIN' SENTIMENTAL OVER YOU
4475 and 45-4475*

★ MOOSE JACKSON
SAD
NOSEY JOE
4524 and 45-4524*

★ WYNONIE HARRIS
MY PLAYFUL BABY'S GONE
HERE COMES THE NIGHT
4507 and 45-4507*

FEDERAL

★ THE DOMINOES
THAT'S WHAT YOU'RE DOING TO ME
WHEN THE SWALLOWS COME BACK TO CAPISTRANO
12059 and 45-12059*

★ THE ROYALS
EVERY BEAT OF MY HEART
ALL NIGHT LONG
12064 and 45-12064*

★ LITTLE ESTHER
THE CRYING BLUES
RING-A-BING-DOO
12055 and 45-12055*
THE STORM
SUMMERTIME
12063 and 45-12063*

* 45 R.P.M.

distributors

King RECORDS INC.
CINCINNATI 7, OHIO

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

APRIL 12, 1952

New York, N. Y.

1. WHEEL OF FORTUNE *(Kay 5tarr)*
2. BLUE TANGO *(Leroy Anderson)*
3. BLACKSMITH BLUES *(Ella Mae Morse)*
4. PLEASE, MR. SUN *(Johnnie Ray)*
5. ANYTIME *(Eddie Fisher)*
6. TELL ME WHY *(Four Aces)*
7. A GUY IS A GUY *(Doris Day)*
8. CRY *(Johnnie Ray)*
9. GANDY DANCERS' BALL *(Frankie Laine)*
10. PERFIDIA *(Four Aces)*

Chicago, Ill.

1. BLACKSMITH BLUES *(Ella Mae Morse)*
2. BLUE TANGO *(Leroy Anderson)*
3. WHEEL OF FORTUNE *(Bobby Wayne)*
4. I'LL WALK ALONE *(Don Cornell)*
5. ANYTIME *(Eddie Fisher)*
6. PERFIDIA *(Four Aces)*
7. TELL ME WHY *(Four Aces)*
8. CRY *(Johnnie Ray)*
9. HAMBONE *(Laine-5tafford)*
10. AT LAST *(Ray Anthony)*

Los Angeles, Calif.

1. WHEEL OF FORTUNE *(Kay 5tarr)*
2. BLUE TANGO *(Leroy Anderson)*
3. CRY *(Johnnie Ray)*
4. PLEASE, MR. SUN *(Johnnie Ray)*
5. WIMOWEH *(The Weavers)*
6. HAMBONE *(Laine-Stafford)*
7. TELL ME WHY *(Four Aces)*
8. BLACKSMITH BLUES *(Ella Mae Morse)*
9. ANYTIME *(Eddie Fisher)*
10. BERMUDA *(Bell 5isters)*

Cincinnati, Ohio

1. WHEEL OF FORTUNE *(5unny Gale)*
2. COME WHAT MAY *(Patti Page)*
3. BLACKSMITH BLUES *(Ella Mae Morse)*
4. BE ANYTHING *(Eddy Howard)*
5. BLUE TANGO *(Leroy Anderson)*
6. CRY *(Johnnie Ray)*
7. UNFORGETTABLE *(Nat "King" Cole)*
8. BERMUDA *(Bell Sisters)*
9. CHINATOWN *(Bobby Maxwell)*
10. A GUY IS A GUY *(Doris Day)*

Savannah, Ga.

1. CRY *(Johnnie Ray)*
2. TELL ME WHY *(Four Aces)*
3. WHEEL OF FORTUNE *(Kay Starr)*
4. ANYTIME *(Eddie Fisher)*
5. BERMUDA *(Bell 5isters)*
6. AT LAST *(Ray Anthony)*
7. BLUE TANGO *(Hugo Winterhalter)*
8. PLEASE, MR. SUN *(Johnnie Ray)*
9. STOLEN LOVE *(Eddy Howard)*
10. JEALOUSY *(Frankie Laine)*

Opelousas, La.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. PLEASE, MR. SUN *Johnnie Ray)*
4. BLUE TANGO *(Leroy Anderson)*
5. BROKEN HEARTED *(Johnnie Ray)*
6. PITTSBURGH, PA. *(Guy Mitchell)*
7. STOLEN LOVE *(Guy Lombardo)*
8. COME WHAT MAY *(Patti Page)*
9. HAMBONE *(5tafford-Laine)*
10. GANDY DANCERS' BALL *(Frankie Laine)*

Fayetteville, Ark.

1. BLACKSMITH BLUES *(Ella Mae Morse)*
2. TELL ME WHY *(Eddie Fisher)*
3. WHEEL OF FORTUNE *(Arthur Prysock)*
4. BLUE TANGO *(Hoagy Carmichael)*
5. CRY *(Johnnie Ray)*
6. PLEASE MR. SUN *(Johnnie Ray)*
7. THE THINGAMAJIG *(Johnnie Lee Wills)*
8. DOWN YONDER *(Joe "Fingers" Carr)*
9. ANYTIME *(Eddie Fisher)*
10. BERMUDA *(Bell Sisters)*

Massapequa, N. Y.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. TELL ME WHY *(Four Aces)*
4. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
5. ANYTIME *(Eddie Fisher)*
6. WHISKEY & GIN *(Johnnie Ray)*
7. PERFIDIA *(Four Aces)*
8. HAMBONE *(Frankie Laine)*
9. PLEASE MR. SUN *(Johnnie Ray)*
10. BLUE TANGO *(Leroy Anderson)*

Chehalis, Wash.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. BROKEN HEARTED *(Johnnie Ray)*
4. TELL ME WHY *(Eddie Fisher)*
5. BLUE TANGO *(Leroy Anderson)*
6. ANYTIME *(Eddie Fisher)*
7. BLACKSMITH BLUES *(Ella Mae Morse)*
8. PERFIDIA *(Four Aces)*
9. GANDY DANCERS BALL *(Frankie Laine)*
10. WHEN I TAKE MY SUGAR TO TEA *(Billy May)*

Shoals, Ind.

1. WHEEL OF FORTUNE *(Kay 5tarr)*
2. CRY *(Johnnie Ray)*
3. TELL ME WHY *(Four Aces)*
4. ANYTIME *(Eddie Fisher)*
5. LITTLE WHITE CLOUD THAT CRIED *(Johnny Ray)*
6. BLUE TANGO *(Guy Lombardo)*
7. TIGER RAG *(Les Paul & Mary Ford)*
8. BLACKSMITH BLUES *(5y Oliver)*
9. PLEASE, MR. SUN *(Johnnie Ray)*
10. HAMBONE *(Red 5aunders)*

Darlington, S. C.

1. WHEEL OF FORTUNE *(Gale-Starr)*
2. ANYTIME *(Eddie Fisher)*
3. A KISS TO BUILD A DREAM ON *(Hugo Winterhalter)*
4. AT LAST *(Ray Anthony)*
5. BLACKSMITH BLUES *(Ella Mae Morse)*
6. BLUE TANGO *(Hugo Winterhalter)*
7. HAMBONE *(Laine-5tafford)*
8. BERMUDA *(Bell Sisters)*
9. CRY *(Johnny Ray)*
10. WISHIN' *(Eddy Howard)*

Omaha, Neb.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. ANYTIME *(Eddie Fisher)*
4. TELL ME WHY *(Four Aces)*
5. PLEASE, MR. SUN *(Johnnie Ray)*
6. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
7. TIGER RAG *(Les Paul & Mary Ford)*
8. BERMUDA *(Bell Sisters)*
9. BROKENHEARTED *(Johnnie Ray)*
10. BLUE TANGO *(Leroy Anderson)*

St. Paul, Minn.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. TELL ME WHY *(Four Aces)*
4. ANYTIME *(Eddie Flsher)*
5. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
6. BLACKSMITH BLUES *(Ella Mae Morse)*
7. COME WHAT MAY *(Patti Page)*
8. PLEASE, MR. SUN *(Johnnie Ray)*
9. BLUE TANGO *(Leroy Anderson)*
10. SLOW POKE *(Pee Wee King)*

Detroit, Mich.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. TELL ME WHY *(Four Aces)*
4. ANYTIME *(Eddie Fisher)*
5. PLEASE, MR. SUN *(Johnnie Ray)*
6. BLUE TANGO *(Leroy Anderson)*
7. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
8. BLACKSMITH BLUES *(Ella Mae Morse)*
9. BERMUDA *(Bell 5isters)*
10. BROKEN HEARTED *(Johnnie Ray)*

Cleveland, Ohio

1. WHEEL OF FORTUNE *(Kay 5tarr)*
2. BLUE TANGO *(Leroy Anderson)*
3. CRY *(Johnnie Ray)*
4. ANYTIME *(Eddie Fisher)*
5. I'LL WALK ALONE *(Don Cornell)*
6. TELL ME WHY *(Four Aces)*
7. PERFIDIA *(Four Aces)*
8. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
9. BLACKSMITH BLUES *(Ella Mae Morse)*
10. HAMBONE *(Frankie Laine)*

Phoenix, Ariz.

1. CRY *(Johnnie Ray)*
2. WHEEL OF FORTUNE *(Kay Starr)*
3. ANYTIME *(Eddie Fisher)*
4. TELL ME WHY *(Four Aces)*
5. PLEASE, MR. SUN *(Johnnie Ray)*
6. TIGER RAG *(Les Paul & Mary Ford)*
7. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
8. BERMUDA *(Bell Sisters)*
9. BROKENHEARTED *(Johnnie Ray)*
10. BE MY LIFE'S COMPANION *(Mills Brothers)*

Denver, Colo.

1. CRY *(Johnnie Ray)*
2. TELL ME WHY *(Four Aces)*
3. ANYTIME *(Eddie Fisher)*
4. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
5. TIGER RAG *(Les Paul & Mary Ford)*
6. WHEEL OF FORTUNE *(Kay Starr)*
7. PLEASE, MR. SUN *(Johnnie Ray)*
8. SLOW POKE *(Pee Wee King)*
9. BERMUDA *(Bell Sisters)*
10. DANCE ME LOOSE *(Arthur Godfrey)*

Indianapolis, Ind.

1. CRY *(Johnnie Ray)*
2. TELL ME WHY *(Four Aces)*
3. WHEEL OF FORTUNE *(Kay Starr)*
4. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
5. TIGER RAG *(Les Paul & Mary Ford)*
6. SHRIMP BOATS *(Jo Stafford)*
7. ANYTIME *(Eddie Fisher)*
8. PLEASE, MR. SUN *(Johnnie Ray)*
9. BLUE TANGO *(Guy Lombardo)*
10. PERFIDIA *(Four Aces)*

Butte, Mont.

1. TELL ME WHY *(Four Aces)*
2. ANYTIME *(Eddie Fisher)*
3. WHEEL OF FORTUNE *(Kay Starr)*
4. HAMBONE *(Laine-Stafford)*
5. TIGER RAG *(Les Paul & Mary Ford)*
6. BLUE TANGO *(Hugo Winterhalter)*
7. CRY *(Johnnie Ray)*
8. COME WHAT MAY *(Patti Page)*
9. BLACKSMITH BLUES *(Ella Mae Morse)*
10. BE MY LIFE'S COMPANION *(Mills Brothers)*

Atlanta, Ga.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
3. CRY *(Johnnie Ray)*
4. ANYTIME *(Eddie Fisher)*
5. TELL ME WHY *(Four Aces)*
6. BLACKSMITH BLUES *(Ella Mae Morse)*
7. PLEASE, MR. SUN *(Johnnie Ray)*
8. BLUE TANGO *(Reroy Anderson)*
9. SLOW POKE *(Pee Wee King)*
10. WIMOWEH *(The Weavers)*

Kansas City, Mo.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. BLUE TANGO *(Leroy Anderson)*
3. CRY *(Johnnie Ray)*
4. TELL ME WHY *(Four Aces)*
5. ANYTIME *(Eddie Fisher)*
6. WIMOWEH *(Weavers)*
7. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
8. PLEASE, MR. SUN *(Johnnie Ray)*
9. BLACKSMITH BLUES *(Ella Mae Morse)*
10. GANDY DANCER'S BALL *(Frankie Laine)*

San Francisco, Calif.

1. BLACKSMITH BLUES *(Ella Mae Morse)*
2. BLUE TANGO *(Leroy Anderson)*
3. WHEEL OF FORTUNE *(Bobby Wayne)*
4. PERFIDIA *(Four Aces)*
5. I'LL WALK ALONE *(Don Cornell)*
6. CRY *(Johnnie Ray)*
7. TELL ME WHY *(Four Aces)*
8. HAMBONE *(Laine-Stafford)*
9. ANYTIME *(Eddie Fisher)*
10. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*

Dallas, Tex.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. BE MY LIFE'S COMPANION *(Mills Brothers)*
3. BLUE TANGO *(Guy Lombardo)*
4. STOLEN LOVE *(Eddy Howard)*
5. PERFIDIA *(Four Aces)*
6. TELL ME WHY *(Four Aces)*
7. COME WHAT MAY *(Patti Page)*
8. CRY *(Johnnie Ray)*
9. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
10. HAMBONE *(Laine-Stafford)*

Portland, Ore.

1. WHEEL OF FORTUNE *(Kay Starr)*
2. CRY *(Johnnie Ray)*
3. TELL ME WHY *(Four Aces)*
4. BLUE TANGO *(Leroy Anderson)*
5. ANYTIME *(Eddie Fisher)*
6. BLACKSMITH BLUES *(Ella Mae Morse)*
7. LITTLE WHITE CLOUD THAT CRIED *(Johnnie Ray)*
8. PLEASE, MR. SUN *(Johnnie Ray)*
9. WIMOWEH *(The Weavers)*
10. COME WHAT MAY *(Patti Page)*

MANUFACTURERS BUILDING BIGGER MONEYMAKING GAMES

Can't Cut Price With Labor and Materials Costs at Highest Peak in History. Develop Extensive Tests to Assure Trade Games That Will be Quickly Amortized and Bring Exceptionally Good Profit. Present Products of Leading Mfrs Acclaimed as: "Finest Ever Built".

CHICAGO—The problems faced by the leading manufacturers in this industry are many and varied.

For example, just a few weeks ago, a drive got under way among the nation's distributors, jobbers and operators, to get the manufacturers to "cut prices" of games, phonos, vendors and service equipment.

The belief rankled in the breast of the average distributor and operator that, "prices must come down or we won't be able to make the grade."

The manufacturer, in addition to his many headaches of obtaining materials and sufficient labor to keep his production lines in constant operation, was now faced with an entirely different problem.

He answered truthfully that, due to the highest labor and materials costs in all the history of the industry, he just couldn't see his way clear to cutting prices of machines at this time.

In fact the leading manufacturers have absorbed increases time after time.

Instead of passing these on to the distributors and operators, to the point where they could no longer absorb any more and then, much as they hated to do so, they were forced to increase prices.

It isn't the fault of the manufacturers in this industry, just as it isn't the fault of the manufacturers in any other industry in the nation, that a period of inflation has entered into America's economy and that they, along with everyone else, must increase constantly to meet the increases that inflation brings, as wages and materials costs continue to go higher and higher, and still higher.

The manufacturers are, therefore, trying to solve the problem in the best and most logical manner.

That of bringing bigger moneymaking equipment to the field so that these new products will be more quickly amortized and begin to show the operators profit in faster time.

There is no doubt anymore that the present products of the leading manufacturers are the most outstanding, as well as the biggest profit-producers, that they have ever constructed.

The fact remains that each manufacturer is today spending more time in his experimental and engineering departments than he ever did before, in an effort to bring the trade the kind of moneymakers that will assure the operators real profit, as well as speedy amortization of the cost of the games.

In fact, manufacturers have developed a method of extensive testing of their games which was never before known or attempted by the field.

Some games are tested for weeks and weeks, even months. One game which was just premiered to the trade took months of tests to assure this manufacturer that the game was what the trade wanted and needed.

This sort of super-testing for their products, plus their drive to lower costs of materials wherever and whenever possible, is assuring the operators the finest type of products.

Machines that will earn more money than has ever before been earned by any games so far produced.

What's more, the manufacturer is

(Continued on Page 28)

WURLITZER ANNOUNCES 1500 LINE WITH FEATURES NEW TO INDUSTRY

Equipment On Display At All Distributors On "National Wurlitzer Days," April 6 and 7

NORTH TONAWANDA, N. Y.—"National Wurlitzer Days, April 6th and 7th, may long stand as milestones of forward thinking in the phonograph industry," predicted Ed Wurgler, sales manager. These were the dates that the new Wurlitzer Models 1500 and 1550 were shown to operators at distributors' showrooms across the country.

104 SELECTIONS—45 AND 78 RPM INTERMIXED

More than the usual number of surprises were in store for the thousands of operators who flocked to see the new Wurlitzer offerings. Tops among the many unique features incorporated in the Wurlitzer line was the fact that the new phonographs would play both sides of 52 records, offering a choice from among 104 selections.

Additionally amazing was the sensational "WurliMagic Brain," incorporated in the Model 1500 phonograph, with its unique ability to play 45 RPM seven inch records and 78 RPM ten inch records intermixed, automatically with no mechanical adjustment whatsoever. This is the first time that such a development has been incorporated into any phonograph—coin operated or otherwise.

SIMPLIFIED SELECTOR

The Wurlitzer 1500 also offers a new simplified, high speed, fool proof record selector which is entirely new in the juke box business. Carrying the letters A,B,C,D in red blocks in its center, the selector panel is flanked by two rows of numerals running from 1 to 26. Pressure on a number and a letter, in any sequence, selects the indicated tune from each of four selector panels matching the letters and containing numerals identical to those on the buttons. Errors in selection are cut to a minimum since either the letter or the number, whichever is pushed first, locks down until the selector combination has been completed, thereupon the selection is registered.

ULTIMATE DEVELOPMENT

In describing the new phonograph in detail, Ed Wurgler, explained the reason for the company's choice of 104 selections. "We did not pick this particular number of selections in order to be able to offer just a few more tunes than other phonographs." He said, "104 had a very important bearing in conjunction with designing the mechanical and electrical portions of our phonograph to enable them to do all of the things we felt would make the most money for the operator. By adding four more selections, it was possible for us to even up our selector panels and to handle our electrical system so that our new wall box Model 5204 would have the ability of operating by the push of a single button rather than by a combination of button and number. This single button remote selection on the wall box, used with a 100 or more selection phonograph, is another exclusive with Wurlitzer."

"We are proud," Wurgler stated, "of the Wurlitzer 1500 series and recognizes it as the ultimate development from all our years of know-how in the phonograph field. We talked with hundreds of the operators across the country, learned what they felt they needed in a phonograph, and incorporated every practical idea into this new line."

SINGLE BUTTON WALL BOX SELECTOR

In addition to the 1500 series, Wurlitzer displayed the new 104 selection wall box (designated 5204) which has incorporated all of the best features originally developed in the previous 24 and 48 selection design wall boxes which have proven satisfactory in operation. The box itself is contained in a streamlined metal casing with Unichrome finish on top, bottom and sides. The forward facing is molded plexiglas with a curved transparent window. Flanking each side of the window are 13 or a total of 26 unnumbered buttons and directly below are four small levers which, when swung sideways, move the title strips like pages in a book. The patron simply selects the button opposite the tune he desires to hear and, after depositing his money, presses it to play the tune. The wall box which has a coin entry and coin rejector at the top, incorporates an accumulator which registers up to twenty plays.

The new Wurlitzer 1500, versatile phonograph which plays 104 selections from either 45 or 78 RPM records intermixed, makes its bow accompanied by Johnnie Ray, one of today's top juke box artists. Johnnie visited the Wurlitzer plant for a preview of the new phonograph and to hear his current hits, "Cry" and "Broken Hearted," played on this remarkable new instrument.

The Wurlitzer stepper, which is known as Model 252, has also been newly designed and is greatly simplified. Only a single "one-unit" stepper is required to record all plays as they are registered on the remote control wall box and transmitted to the selector mechanism of the phonograph. It was hailed by operators as another of the greatest forward steps made in the phonograph industry in recent years.

MODERNIZED CABINET STYLING

As has been Wurlitzer's practice in the past, the Model 1500 is encased in a beautifully grained, rubbed walnut cabinet. The changer section with its twin record stacks, twin playing arms and eye-appealing background is fully visible through the curved plexiglas dome. Immediately below this section are four title strip panels which are of an entirely new design and permit easy changing of the title strips for one or any number of records. These strips flank the selector panel containing the lettered and numbered buttons. This complete unit is removable for service by simply taking out four screws and removing four multi-prong plugs which connect it to the selector mechanism.

The speaker grille section is of entirely new design. The background of rigidized bright aluminum covers the entire speaker and its baffle. This unit extends across the entire cabinet front, giving greater tonal range than ever before from a coin operated phonograph. A massive grille, with a large

(Continued on Page 33)

ALERT PENNSYLVANIA OPS

Leading Ops Advise New License Ordinance Taking 10% of Gross Collections Monthly From Games and Phonos Passes. Bound to Spread Thruout State They Report Unless Proved Illegal. Urge All Pa. Ops Come to Their Aid.

Editor's Note: This information was phoned long distance to "The Cash Box" this past week by leading operators who advised that they realized "The Cash Box" would be the one and only publication to help them to alert the entire Commonwealth of Pennsylvania so that they could get the help required to prove this ordinance illegal and, thereby, halt any possible spread of this type of taxation to all other communities in the state.

GREENVILLE, PA.—An ordinance just passed by the Boro Council here calls for $1 per year "permits" for all types of amusement machines and juke boxes, plus an additional 10% of the gross collections from these machines each month.

Tho this is a town of approximately 9,000 population there are about 26 locations.

These are divided up, in the main, among four noted operators, namely: Jack Mulligan, DeLos Burnside, Al LaCamera and Richard Mackensen.

There are one or two other ops from surrounding territories who come in to handle one or two spots in the town. But, these four are the men concerned with the majority of the 75 to 100 amusement and music machines here.

It is not the thought, these men explain, that this small community has seen fit to pass such an excessive and inequitable tax bill, but rather, they state, that from their many years of experience in this state, they know that once such a tax is accepted, it will spread thruout the state into every single community and will probably also be taken over as a state ruling, too.

Regardless of the fact that amusement and music machines were placed into this special ordinance which carries one of the stiffest taxes that could ever be called for by any community, vending machines were completely eliminated from the ordinance.

This is the type of taxation which was attempted back in 1945 by many, many states. Operators fought tooth and nail against this sort of inequitable and excessive taxation and, in the great majority of cases, won out.

This first stab into the state of Pennsylvania is bound to spread everywhere else thruout the entire state, these leading ops report.

They therefore earnestly appeal to every Pennsylvania operator to come to their aid at this time so that they might have the finances to fight this ordinance up to the Supreme Court of the Commonwealth if necessary.

In past years, as Pennsylvania's operators know, there were bills introduced in small communities (the Butler, Pa. case will be recalled by many) which actually acted as "tryouts" for the introduction of the same type bills in other parts of the state.

Usually a tax bill of this kind, with all communities desperately seeking additional revenue at this time, is sure to spread speedily and will, without doubt, effect the larger cities and all other communities in the state.

Jack Mulligan, who has taken over the helm to fight this stringent ordinance, can be reached in Sharon, Pa. by all Pennsylvania operators who desire more information and who want to help these men defeat this ordinance.

Taran's Jax Office Adds Marjenhoff To Sales Service

JACKSONVILLE, FLA. — Herb Gorman, manager of Taran Distributing, Inc., this city, reports that his firm has added Alex Marjenhoff to its staff as a road salesman.

Marjenhoff comes to Taran with a long background of effective service in the coin machine field. Before World War II Alex was associated with the AMI distributing firm in this area. After the war he conducted an operation in Jacksonville, and is one of the most respected and well thought of coinmen here. Alex will call on the operators in the northern and western part of Florida and in the southern part of Georgia.

Gorman, who has held the position of manager of the Jax office of the Taran firm since 1945, is most enthusiastic about business at this time. "Sales have been exceptionally good on AMI phonographs, United 'Six Player Shuffle Alleys,' and the Gottlieb pin game 'Hit 'N' Run,' as well as used equipment" reported Gorman.

Gorman concludes with a fine compliment to *The Cash Box*. "I can certainly say one thing about *The Cash Box*—that it is certainly the operator's 'Bible' as the information about the various games and music equipment is a very big help," he states.

Halifax Taxes Ops $25. Per Pinball Machine, Trade Claims Tax Excessive and Will Remove Equip.

HALIFAX, N. S., CANADA—Despite warnings by pinball operators that they would be forced to suspend their operations in the municipality, Halifax County Council this past week affirmed an earlier decision to levy a $25 tax on each machine within its jurisdiction.

The decision came after Councillor Granville Mosher, Glen Margaret, charged that prizes were being offered for high scores on the machines.

Councillor Charles Myers, Eastern Passage, said the machines were amusement devices and contended county young people would go out of the municipality to patronize the machines.

At an earlier session, pinball operators said they would remove their machines if the tax was imposed.

We Told You So!!

Martin G. Mehen of Pacific Vendors, Camp Cooke, Calif., writes:

"Enclosed is our check for a one year subscription to 'The Cash Box'.

"WE THOUGHT WE COULD DO WITHOUT IT—BUT —WE WERE WRONG!"

"THE CASH BOX" IS A MUST!

FOR ALL IN THE COIN MACHINE INDUSTRY

• OPERATORS • JOBBERS • DISTRIBUTORS • MANUFACTURERS • ALLIED INDUSTRIES

Weekly Features:

- Confidential Price Lists Of All Equipment as Quoted For Sale
- Real Live, Pertinent, Educational Editorials
- News
- Advertisements of Leading Firms
- Music Charts and Reviews
- Breezy Intimate Chatter Columns

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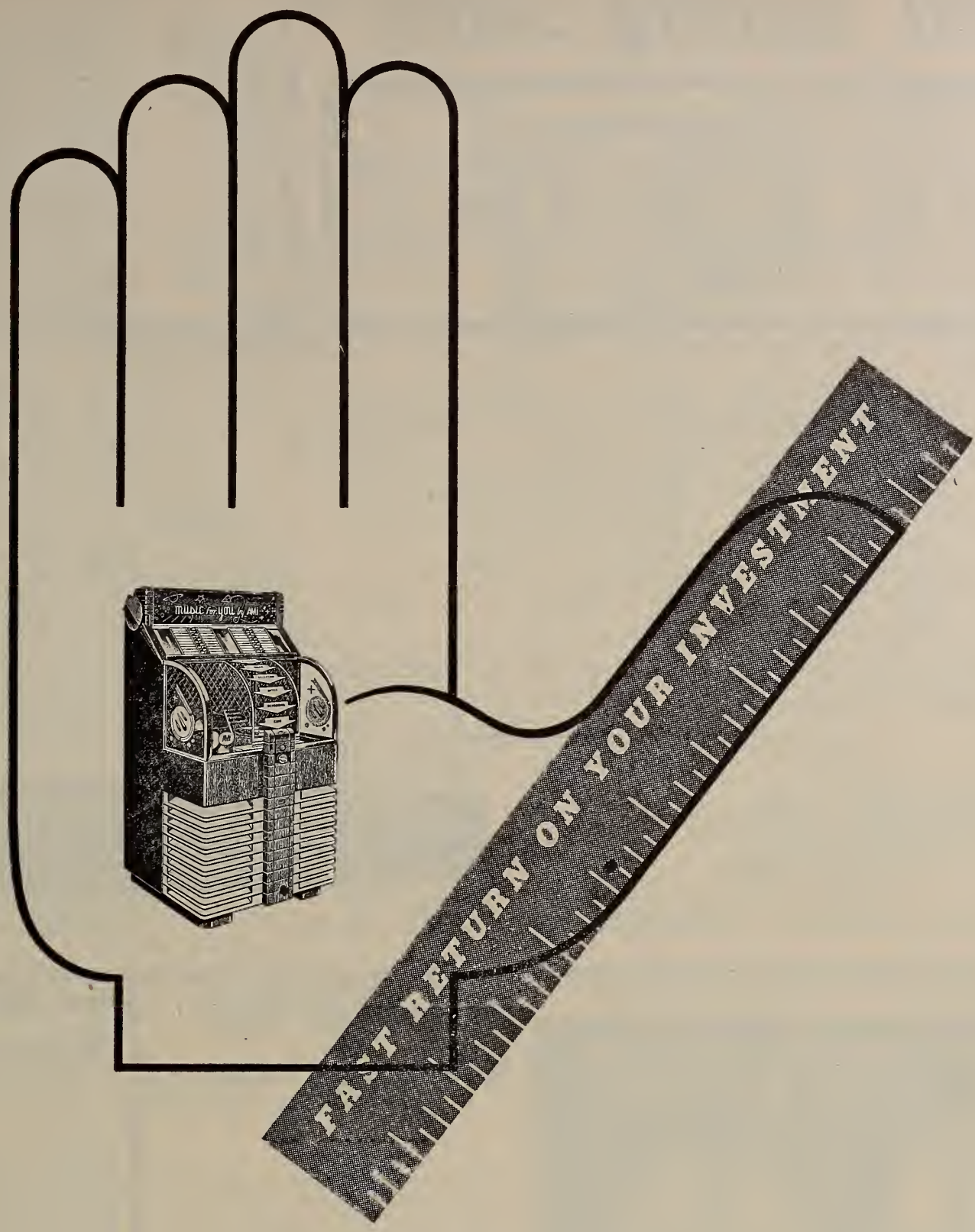
Individual's Name .....



A Good Rule of Thumb!

The best rule of thumb for any music operator rests firmly on this question: "How fast will it pay back my investment and get me off the nut?" The nation-wide swing to A M I Model "D" indicates that music operators today give more and more thought to this basic rule.

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Annual Spring Sale!

FREE PLAY GAMES

Ballerina - Build Up - Catalina
Circus - Contact - Cover Girl
Dolly
Marvel
Elmer
Fast Ball
Humpty Dumpty
$14.50 EACH
Hawaii
Havana
Hit Parade
Marjorie
Melody
Manhattan
Monterrey - Nevada - Opportunity
Singapore - Step Up - Thrill
Tropicana - Wisconsin

Baby Face - Beach Club - Bermuda - Banjo
Cinderella - Carnival - Gizmo - Grand Award
Lady Robin Hood
Magic
Morocco
Maj. League Baseball
$24.50 EACH
Merry Widow
Paradise
Rancho
Ron Dee Voo
Rainbow
Ramona
Shanghai - Samba - Screwball - Serenade
Speedway - Summertime - Sunny - Tennessee
Trade Winds - Trinidad - Triple Action

Alice In Wonderland - Ali Baba
Buccaneer - Barnacle Bill
Jamboree
Just 21
Gold Mine
Moonglow
$29.50 EACH
Phoenix
Puddin' Head
Showboat
Stardust
Temptation - Virginia - Yanks

LATE FREE PLAY GAMES

Black Gold	$ 49.50	Nifty	$129.50
Bowling Champ	79.50	Oasis	59.50
Buttons & Bows	69.50	Pinky	99.50
Bomber	89.50	Playland	109.50
Champion CC	79.50	Punchy	119.50
Canasta	89.50	Pin Bowler	119.50
Dallas	59.50	Rag Mop	129.50
Football	69.50	Rose Bowl	179.50
Fighting Irish	109.50	Rocket, Genco	99.50
Freshie	99.50	Super Hockey	69.50
Five Stars	250.00	Shantytown	99.50
Floating Power	49.50	Select-A-Card	49.50
Georgia	99.50	Sharpshooter	79.50
Glamor	109.50	Shoo-Shoo	119.50
Hayburner	250.00	Snooks	159.50
Happy Go Lucky	149.50	South Pacific	59.50
Jack & Jill	49.50	Touchdown	275.00
King Pin	229.50	Tampico	59.50
King Arthur	79.50	Tahiti	79.50
Knockout	109.50	Tumbleweed	69.50
Lucky Inning	89.50	Thing	59.50
Mermaid	139.50	Tri Score	59.50
Nags	295.00		

USED ALLEY GAMES

UNITED	
Shuffle Alley	$ 29.50
Super Shuffle Alley	34.50
Shuffle Alley w/disapp. pins	49.50
Skee Alley	99.50
CHICAGO COIN	
Bowling Alley	49.50
w/disapp. pins	79.50
Baseball	69.50
Bowling Classic	129.50
BALLY	
Shuffle Bowler	29.50
Shuffle Line, like new	175.00
Speed Bowler	49.50
Shuffle Champ	59.50
Universal Twin Bowler	59.50
Universal Super Twin Bowler	99.50
Gottlieb Bowlette	29.50
Wms. Twin Shuffle	29.50

BRAND NEW CLOSEOUTS

Scientific Pokerino Jr.	$100.00
Ajax Cigarette Vender	195.00
Edelman Crossaline	225.00
Williams Horsefeathers	WRITE
Williams Sportsman	WRITE

ARCADE EQUIPMENT

Mercury Athletic Scale	$ 69.50
Jet Gun	279.50
Team Hockey	79.50
C. C. Pistol	89.50
Exh. Dale Gun	69.50
Heavy Hitter	49.50
Big Leaguer	89.50
Touchdown	275.00
Six Shooter	149.50
Total Roll	39.50
Double Header	99.50
Shoot the Bear	275.00
Exh. Lite A Line	49.50
Champion Hockey	39.50

PHONOGRAPHS

SEEBURGS

H 147 Hideaway	$175.00
146S Conv. to 148S	150.00
146S or M	125.00
148M	275.00
148ML	275.00
Prewar Hideaway	50.00
146M Conv. to 148M	160.00
147M	150.00
148S	275.00
H 146 Hideaway	125.00

A. M. I.

Model A	$395.00
Model B	475.00
Model C	525.00

WURLITZERS

1017 Hideaway	$125.00
1080	175.00
750E	79.50
1100	365.00
1015	150.00
780E	89.50

AIREONS

1200A	$ 39.50
500	129.50
Fiesta	79.50
400 Coronet	119.50
Blonde Bomber	89.50

YOUR CHOICE
$25.00 EACH
Not Reconditioned—Valuable to You for Parts!
Colonels - Majors
8800 Hitone
8800 Lotone
616 - 850
500 - 700

Wms. 5c Music Mite	$79.50
Mills Throne of Music	29.50
Mills Empress	39.50

MUSIC ACCESSORIES

SEEBURG		WURLITZER	
3W2 Wired Box	$ 7.50	3031 Wall Box	$12.50
W1-L56 Wireless Box	7.50	Speaker	12.50
W1-L56 Converted	7.50	120 Wall Box	5.00
3W7-L56 Box	39.50	100 Wall Box	5.00
WS-2Z Wireless Box	3.00	215 Transmitter	5.00
DS 20 1Z Wired Box	3.00		
Speak Organ	12.50	1532 Rock-Ola 30 Wire	9.50
RS1-8 Speaker	12.50	Packard Wall Box	15.00

USED 5¢ ABBOTT COIN COUNTER—$85.00

AMI

USED BINGO GAMES { Watch My Line $129.50; Five Stars 250.00; Lite A Line $225.00; Broadway 245.00; Leader 425.00

Exclusive Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

WRITE FOR NEW LIST OF HUNDREDS OF OTHER MACHINES.

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923
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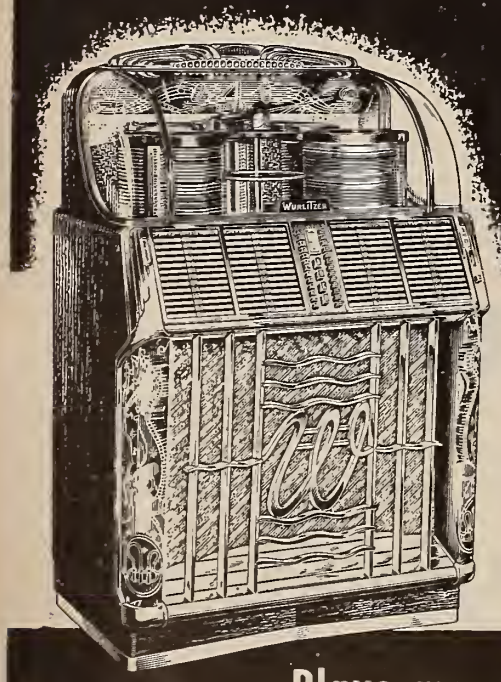
1000 Broadway, Cincinnati, Ohio
3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

THE GREATEST MONEY MAKER OF ALL TIME



We Have it!

WURLITZER
SERIES
FIFTEEN
HUNDRED

Plays more than 100 Selections

Plays 45 and 78 RPM records mixed

See the WURLIMAGIC BRAIN in action

ANGOTT DISTRIBUTING COMPANY, Inc.
2616 Puritan Avenue
DETROIT, MICHIGAN

Mfrs Building Bigger Moneymaking Games

(Continued from Page 26, Col. 1)

meeting the operators' demand for dime chutes on all games and even, wherever possible suggesting a more equitable percentage commission basis, so that the operator will be assured of a better intake and a surer profit everytime.

(As has appeared in editorials in The Cash Box *many, many times in the past years, it isn't the price of the game, but rather, how quickly the game can pay for itself, and then earn a decent return on the operator's investment. Any operator will pay* $1,000 *for any game if he can be assured that this game will be paid off in jig time. And that he will see a really decent return on this investment, plus his return from the trade-in.*

The fact also is significant that the leading manufacturers do not overproduce equipment anymore. The reason for this is simply so that the operator can be assured a really fine trade-in valuation on his late model machines. This, in itself, should be taken into consideration by every operator as part of the profit on the new games he purchases.

By halting their production when demand is at peak, manufacturers have made it possible for operators to obtain the cream-take off the top while the game is new and hot and, at the same time, because of this sudden production stoppage, assure themselves top peak trade-in value for the game, after they have taken off the cream "while it's brand new" on location.)

Special!

CABLE, 4 Conductor, for any 3-wire system. 500 ft. reels. Per ft. 4¢

CABLE, 30 Conductor. Per ft. 20¢

SEEBURG HIDEAWAY UNITS, Metal, 4-246M. Ready for location $119.50

SEEBURG 5¢ WIRELESS WALL BOXES, W1-L-56, ea. $7.95

RUNYON SALES COMPANY
Factory Representatives for AMI Inc.
Bally Mfg. Co., J. H. Keeney & Co., Inc.
Permo Inc.
593 10th Ave., New York 18, N.Y., LO 4-1880
123 W. Runyon St., Newark 8, N.J., BI 3-8777

CASH WAITING FOR
Exhibit SIX SHOOTER
Exhibit GUN PATROL
Seeburg SHOOT-THE-BEAR
Latest 5-BALLS

INTERNATIONAL AMUSEMENT COMPANY
1423 SPRING GARDEN STREET
PHILADELPHIA 30, PA. (Tel.: RI 6-7712)

Take the Lead—IN PLAY...
IN EARNINGS with

HIT 'N' RUN

GOTTLIEB'S
NEW

"LINE-DRIVE" SPEED—FLASHY DIAMOND PERFORMANCE!

4 HIGH SCORE BALL TRAP HOLES—one at each corner of the Diamond—light corresponding "POP" BUMPERS when filled. "POP" BUMPERS then advance Base Runners. REPLAY when all Bases and Home Plate are loaded. 1 to 8 BUTTON AND BUMPER SEQUENCE activates TRAVELLING - LIGHT ACTION ON MYSTERY REPLAY BUTTONS. SUPER ACTION 2-WAY HOME RUN GATES . . . SUPER SCORING CYCLONIC KICKERS!

Light-animated Ball Players on light box duplicate base-running action on playfield.

REPLAYS FOR RUNS and HIGH SCORE

4 "POP" BUMPERS • 2 FLIPPERS

DELIVERY NOW FROM YOUR DISTRIBUTOR!

ORDER TODAY!

D. Gottlieb & Co.
1140-50 N. Kostner Ave.
Chicago 51, Illinois

"There is no substitute for Quality!"

United Mfg. Co. Presents Six Totalizer Shuffle Alley

BILL DeSELM

CHICAGO—For the past few weeks the interest and excitement over at United Manufacturing Company, this city, has been due to its new "Six Player Super Shuffle Alley," another great engineering achievement by Lyn Durant.

Tho this game features the same play idea as the last shuffle game produced by the firm, the excitement comes from the fact that this new game, for the very first time, does something that has never before been accomplished.

United's new "Six Player Shuffle Alley" features six complete totalizers, each one scores the complete totalled play of each of the six players.

In short, instead of just figures appearing in lights, which have to be added up by the players themselves, the complete score is shown after each shot of the puck.

The game features three electrified reels that add up the total score of each of the six players individually.

Tho totalizer action is well known to the entire field, this is the first time in the history of the industry that it has been arranged successfully in a six different score arrangement for six different players, playing the game at the same time.

The game is more simple, more easily understandable, and also more appealing, because of the totalizers.

As Bill DeSelm, general sales manager of the firm said:

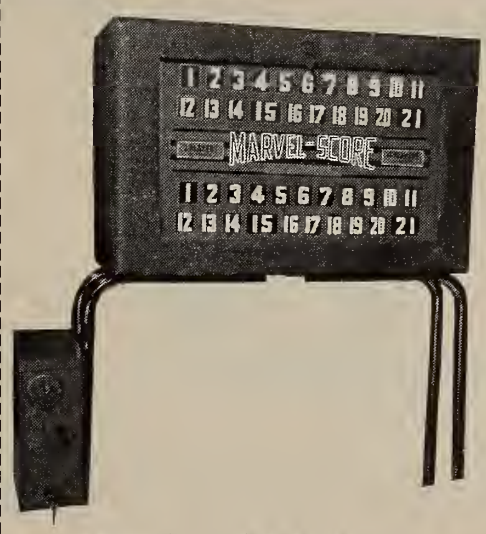
"Reports from locations where our new 'Six Player Super Shuffle Alley' has been working are to the effect that it has replaced everything that has ever been on the spot and, furthermore, it is taking in more coin than any game ever featured on the location."

Alfred Sales, Inc. Changes Firm Name To Sheldon Sales, Inc.

BUFFALO N. Y.—Executives of Alfred Sales, Inc., this city, announced this week that the firm had changed its name to Sheldon Sales, Inc.

Sheldon Sales, distributors for leading manufacturers of automatic music machines and amusement games, remains at the same location, 881 Main Street.

Now Delivering . . . Our NEW MODEL
ELECTRIC SCOREBOARDS



FOR 5¢ or 10¢ PLAY BY A SIMPLE PLUG SWITCH-OVER.

2-Faced — Adjustable for all boards. Chrome tube supports.

Horsecollar
OVERHEAD
(15 - 21 - 50 points)

•

Marvel Score
OVERHEAD
(15 - 21 points)

•

$125.00
each

NOW IN PRODUCTION and ready for delivery in near future.
—WALL MODEL —
Horsecollar (15 - 21 - 50 pts.)
Marvel Score (15 - 21 pts.)
$95.00 each.

MARVEL MFG. CO.
2849 W. Fullerton Ave.
Chicago 47, Ill. Tel.: Dickens 2-2424
TERMS: 1/3 dep. Bal. C.O.D. or sight draft

REPLACEMENT PLASTICS and BUBBLER TUBES
For Wurlitzer and Seeburg Phonographs
WRITE FOR LIST OF MANY ITEMS! ALL PRICED EXTREMELY LOW!
SPECIAL: Domes for Seeburg '46, '47, '48 . . . . . $16.95 ea.
KOEPPEL DISTRIBUTING CO. 629 Tenth Ave., New York 19, N. Y. (Tel.: Circle 6-8939)

MOA To Hold Sept. Convention

GEORGE A. MILLER

OAKLAND, CALIF.—George A. Miller, National President of MOA (Music Operators of America, Inc.) advised this past week that the organization would hold its convention sometime this coming September, 1952.

As yet, Miller hasnt set the exact dates, but, stated that this information would be forthcoming very soon.

He as been in constant communication with the entire Board of Directors of MOA and reported that they were in agreement with his plans.

Poole Distrib V-P

CHARLES SUESENS

BOSTON, MASS.—Charlie Suesens, recently appointed vice-president and general manager of Poole Distributors, this city, distributors for Wurlitzer phonos, smiles happily.

WANTED

Stoner — or any other type of Candy Machine. Write us, giving description of condition, make, quantity and price in 1st letter.

Supreme Distributors, Inc.
3700 N. E. 2nd AVENUE, MIAMI 37, FLA.

Bilotta To Show Wurlitzer Phono In Scranton, Pa. End Of April

JOHN BILOTTA

SYRACUSE, N. Y.—John Bilotta, head of Bilotta Distributing Corp., distributors for the line of Wurlitzer phonographs, who with all other Wurlitzer distributors thruout the country, holds his showing of the new "Model 1500" phonograph at the Onandoga Hotel in Syracuse on National Wurlitzer Days, Sunday and Monday, April 6 and 7.

The new phonograph will also be on display at Bilotta's Newark, N. Y., headquarters at this time.

In order to cover his territory completely, and permit operators in outlying areas to view the "Model 1500" phono, Bilotta states he intends to hold showings in several other cities later on. The plan at this time hasn't been completed, but the first outside showing will take place at Scranton, Pa., the latter part of April. Place will also be designated later.

National Rejectors, Inc. Takes Over Manufacture Of Cup Vending Unit

ST. LOUIS, MO.—The Dixie Cup automatic cup vending unit, which is an integral part of the cup dispensing systems of most manufacturers of cup vending marhines, will now be manufactured by National Rejectors, Inc., of this city.

Johnson Fare Box Co. of Chicago finds the pressure of increased defense work too great, and has withdrawn from the vending field.

Tools and fixtures are being transferred to the National Rejectors Company. Vending machine operators requiring service for their Dixie Cup vending units will be contacted by field engineers of the National Rejector organization.

SPECIAL CLEARAWAY SALE!!

Wms. Hayburners	$375.00
Wms. Spark Plugs	295.00
Wms. Sea Jockeys	340.00
Seeburg Bear Guns	325.00
Bally Big Innings	165.00
Wms. Lucky Innings	65.00

WANTED!!
GENCO SHUFFLEBOARD SCORING UNITS. WRITE QUICK—GIVE PRICE WANTED AND FULL DETAILS!!

LAKE CITY AMUSEMENT CO.
4533 PAYNE AVENUE, CLEVELAND, OHIO (Tel.: HE 1-7577)

Minn. Op At The "LM Ranch"

MINNEAPOLIS, MINN.—Operator R. L. Cross of Jackson, Minn., getting ready to mount Exhibit's "Big Bronco" in the showrooms of Lieberman Music Co., this city. Harold Lieberman has constructed an unusually fine display for the horse, calling it "LM Ranch."

Miss. Licenses Horses At $3.

JACKSON, MISS.—This state has just issued a license levy of $3.00 per year on all coin operated equipment which gives kids rides. The bill reads that this $3 per year license is due on "the figure of a horse or any other animal" which is coin operated.

MOUNTAIN MISCELLANY

This is my first column. My introduction to all you guys and gals everywhere who read these columns in **The Cash Box** so avidly. Just like I've been reading them for y'ars and y'ars. This column introduces a very gorgeous territory to all of you. The mountain states of these United States. Beautiful? Well, just read the travel folders. Hard working coinmen? Believe me, when I state, the hardest working! And the swellest bunch of people in all the country. Hardy? You bet. Have faith in this business? You can play that in "spades." And very hospitable, grand people who are just really "swell folk" in every way. But, let's get to the news. . . . **Al Nowles** (the man who owns Western Distributors) AMI distribs for this area, is on a trip thru Idaho. He's been calling on operators thruout the state. And, from what we hear, Al's done very well. But, very well indeed. In the meantime, good old **Harry Burchett** is holding down the fort in Al's Salt Lake offices. . . . **Mr. and Mrs. Elmer B. Taylor** are now listed among the "earliest of the early birds." They were here, there and everywhere, among distribs in S. L. City. Buying thisa and thata "in anticipation of a very grand Spring Season." . . . **Larry Atkinson,** one of our very nice friends (from Provo, Utah) and a very fine flyer, flies his own plane into Los Angeles regularly, to look after his route interests there. But, Larry loves the mountains. So we don't expect him to desert us for L.A. . . . One guy who came in lifting, shrugging and humping his shoulders, and smiling happily over the Spring thaw, was **Martin C. Brtiz** of Great Falls, Mont. It sure was a kinda rough winter where Marty comes from. So we don't blame him in the least. He called around with that "Spring Light" in his eyes. . . . Just got some "inside" dope from one of our "little birds" who tell us these little things: That **Frank Ritchie** is being transferred to Seattle from the Salt Lake City offices and that **Francis (Tommy) Thompson** will succeed him in the S. L. City office. Tommy formerly from Denver. (You just can't keep the mountains out of the mountain-boys.)

Wow! Have you seen it yet? That new pastel colored (but, pastel colored) Ford Station Wagon that **Cliff Krantz** is driving about? Just grab a looksee. . . . **Merle Gray** of Boise, Idaho, pops into Salt Lake City. All Merle can talk about are those six player shuffles. Merle orders more and more. Claims, "Nothin' in all th' world, believe you me, makes as mucho." . . . Hoppinest plane hopper 'round these parts is none other than S. L. City's **Dan Stewart.** Dan returned from viewing the magnificent "Twin Rotation" at Exhibit's premiere showing in Chicago. Said about fourteen words to the folks in his S. L. City offices. And —bingo—back on a plane again for L. A. (Where's he now? Listen, guys and gals, no one does know.) . . . **Dan "The Music Man" Kenaga** of Pocatello, Idaho, is the champion of all snow shovelers. (At least that's what Dan's friends tell us.) In the last, and most severe snow storm, Dan shoveled himself out (all by himself) in just about 46 minutes flat. . . . How we do envy that sun tan on **Charley Williams** of Kemmerer, Wyoming. The guy simply hied himself thru Arizona and New Mexico. Just baked himself full of that gorgeous sunshine. (Hope the guy invites us along next time.) . . . **Bob Freed,** who manages that very popular resort, The Lagoon, around S. L. City, buying and buying arcade equip't. Wonder what Bob tho't about "Twin Rotation"? One produce that all in the industry acclaim as a "credit to the coin operated business." . . . We didn't want to tell you before, but, just in case you're interested, get in touch with us in Salt Lake City and let us tell you, from this newest correspondent of **The Cash Box,** that we would like to just kinda chop it up with you. Or, as you guys up in the mountains like to call it, "Chew the fat."

Marvel Delivers New Type Overhead Scoreboard

CHICAGO — With the firm's building here again beginning to shape up, due to a great deal of remodeling effort which was caused by the recent fire, Marvel Manufacturing Company is starting to ship its new overhead type shuffleboard scoreboard to the trade.

According to Ted Rubenstein, "We expect to step up our production each day, and in a week or two will be able to supply the demand for our new overhead scoring unit to all shuffleboard operators everywhere in the nation."

In the meantime, Marvel Mfg. Co. is also completing its new wall model scoring unit for shuffleboards.

This is an entirely different type.

It not only features the simplest type of mechanism, but, at the same time, is so very easy for the operators, as well as the players, that those who have already seen it proclaim it:

"Finest ever manufactured."

"While our entire building here is being remodeled", Ted Rubenstein reported, "we are trying very hard to satisfy the many orders we have already received, and those which are arriving each day, for our brand new Marvel Scoreboards for all types of shuffleboards.

"We have been at work for sometime, as all in the field know", he said, "to bring the shuffleboard operators the finest scoring units that have ever appeared in the industry.

"If the operators will have just a little patience, now that we are recovering from the fire we had, we shall be shipping their orders complete, and in jig time."

Memphis Distributor For AMI Given Additional Territory

GRAND RAPIDS, MICH. — Southern Amusement Company, Memphis, Tenn., distributor of AMI juke boxes, Amivox speakers, Hideaways and other related auxiliaries in the AMI line, is now serving an expanded territory, according to an announcement made here this week by E. R. Ratajack, western regional manager for AMI, Incorporated.

The distributorship which is headed by Clarence Camp and Parker Henderson will cover all of Arkansas with the exception of six counties on the far western boundary of the state. The firm continues to represent AMI in the Memphis area which includes western Tennessee as well as as portions of southeastern Missouri and the northern half of Mississippi.

Both Camp and Henderson cordially invite operators to visit their enlarged and attractive quarters at 628 Madison Ave., Memphis. An extensive modernization program has been completed which makes the firm's showroom and service facilities among the finest in the entire south.

The service department is under the capable supervision of Jessie Burse who is widely known to operators throughout the area, among whom he enjoys an enviable reputation as an outstanding service manager.

Williams

SLUGFEST

GIVES YOUR LOCATIONS

Grand Slam Baseball Action!
Play Stimulating—Profit Producing!

IN-A-BACKBOARD DIAMOND—
3 Dimension Ball Players actually run bases within the backboard! "Grandstand" view of lighted diamond, colorful ball park, base-running action makes players of spectators!

HOME RUN BALL TRAPS
—score Home Runs . . . light up Thumper Bumpers and all Base Roll Overs to increase High Score on "Batting Average" Points!

SPECIAL SCORING—
when Bottom Roll Over is lighted by making all 3 Ball Traps . . . when all 5 Lanes are lighted by 1 to 8 Number Sequence!

SINGLES • DOUBLES • TRIPLES • HOME RUNS!
REPLAYS FOR RUNS AND HIGH "BATTING AVERAGE" SCORE!

A DELUXE GAME WITH COSTLY EXCLUSIVE FEATURES
AT THE REGULAR 5-BALL PRICE!

•

SEE — BUY SLUGFEST AT YOUR DISTRIBUTOR
NOW!

•

Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL

4242 W. Fillmore St., Chicago 24, Illinois

Dave Bender Joins Coven Distrib. Co.

CHICAGO—Dave Bender, well known to all music ops in the midwest, has just joined Coven Distributing Co., this city.

Dave will handle sales in the new and remodeled offices of the firm as well as travel thruout this area to keep close contact with his many operator friends.

Dave, in addition to taking over music machine and all used music equipment sales, will also take over the music advertising of the firm.

He has had a great deal of experience in this direction in past years and knows what the operators like.

HERE'S WHAT OUR BEAUTIFUL NEW QUARTERS MEAN TO YOU!!

3 Times More Space + 3 Times More Stock

= 3 TIMES GREATER SAVINGS!!!

PLUS Sensational new play-getting premiums never before featured in the entire industry. All priced to make them the most outstanding ever used by any operators. Call today! See for YOURSELF! This is absolutely the finest place to buy ALL OF YOUR PREMIUMS at PRICES THAT ARE RIGHT!!

SHEFFIELD SALES

(Formerly: Ace Premium Sales Co.)

3198 MILWAUKEE AVENUE, CHICAGO, ILL. (Tel.: AVenue 3-9838)

CANADA'S PREMIUM DOLLAR EXCITES AMERICA'S COINBIZ

With Canada's Dollar Now Officially Quoted at $1.01 (And Going Up) Against America's Inflated Buck Canadian Coinmen Can Expect Plenty Salesmen Catering to Their Every Need. Boom is Biggest in Canada's History.

(Editor's Note: Many, many weeks ago, foreseeing the big Canadian boom that is now under way, and that is first being recognized by the American press as well as those engaged in the coinbiz south of the Canadian border, "The Cash Box" started out to make its coverage 100 per cent certain in the Dominion. Not only has this been most accomplished, but, to make this even more impressive, "The Cash Box" has arranged for a most complete news coverage of the Dominion, plus the intelligences sent to it by its many, many subscribers in Canada, in the amusement, vending, service machine and music industries. In fact, "The Cash Box" can frankly state that it was the very first publication in the industry (as it has been first time and again in almost all other matters relative to this field) to foresee, as well as foretell, the tremendous present growth of the Dominion of Canada as the biggest importer of coin operated entertainment equipment of all kinds.)

CHICAGO—Once again *The Cash Box* was first.

First to foresee and foretell the fact that the Canadian market was growing ever more and more important to America's coin operated entertainment industry.

But, that wasn't all, as far as *The Cash Box* is concerned anyway.

This publication was covering the leading Canadian coinmen and arranging for the fullest possible coverage of the Dominion in every fashion.

Arrangements have already been completed to bring news and views from all of Canada's leading coinmen while, at the same time, arranging for a coverage of this biggest importer of American coin operated products, the like of which has never before been known in the history of publishing in the coin operated machines industry.

The fact that the Canadian dollar, because of the tremendous boom now current thruout the Dominion, has exceeded the value of the inflated American buck, is only bringing down on Canadian operators the super-salesmen of the leading American manufacturers, distributors, jobbers and even operators.

All are now interested in accumulating a share of these super-value Canadian dollars.

All want to sell Canadian coinmen whatever is needed thruout the Dominion.

And, what is even more interesting, is the fact that these coinmen who are now suddenly rushing their best salesmen into the tremendously large Canadian countryside are also of the belief that they "have what Canadian coinmen want."

Leading manufacturers have, for some years, all had representative distributors thruout the Canadian Dominion.

But few, if any, of the manufacturers ever before paid much attention to this great territory.

They realized, of course, its extent and size. But did not care too much whether Canadians purchased their new equipment or not.

Not until they read, in their daily papers just a few days ago, that the Canadian dollar was now worth more than the inflated American dollar, and was still rising in value.

Tho this is considered to be the biggest boom in all of Canada's industrial history, it is bound to be only picayune as compared to what can be expected from the many, many American coinmen who are planning to get up into the Dominion, and "start selling anything and everything available that the Canadians like."

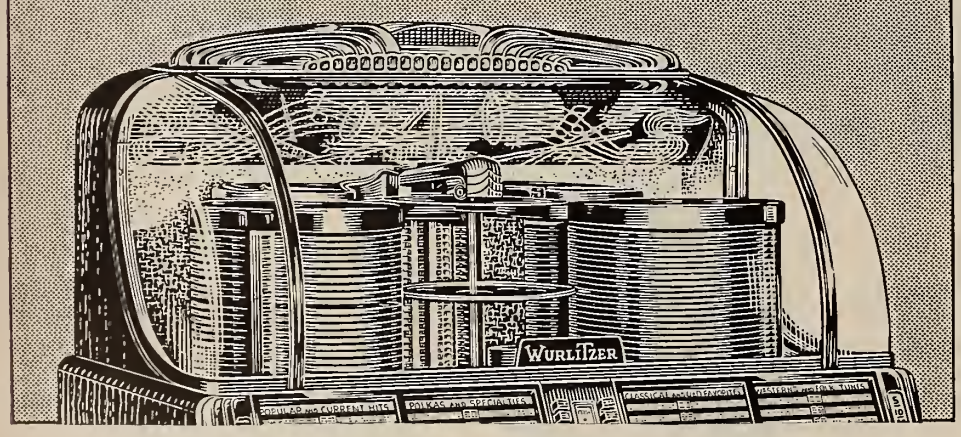
The only trouble is (and this is written with a chuckle) Canadians are pretty hard-headed. They know just what they want. How much they want to pay. And how much they want to buy.

The one big thought for the American salesman to carry along with him when he invades the Canadian market. is the fact that there are only 14.000,000 peoples in this entire country.

A heck of a lot less than the 150,000.000 of peoples in this nation.

So, when selling in Canada, salesmen are cautioned to bear with "the great open spaces" between distances of population—as well as—price!

NEW EYE APPEAL

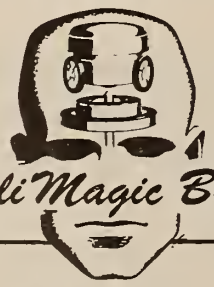


SEE THE PHENOMENAL NEW

WURLITZER

SERIES FIFTEEN HUNDRED

PLAYS MORE THAN 100 SELECTIONS



PLAYS 45 AND 78 RPM RECORDS MIXED

See the Wurli Magic Brain in action

SIEGEL DISTRIBUTING COMPANY, LTD.

477 Yonge St. Toronto, Ont., Can.
1951 St. James St. W. Montreal, Que., Can.
40 Powell St. Vancouver, B. C., Can.

Sub-Distributor

WILSON COIN MACHINE EXCHANGE

191 PACIFIC AVE., WINNIPEG, MANITOBA, CANADA

Solvay And Baron Of Ste. Agathe In States Buying Equip

NEW YORK—S. Solway of The Solway Novelty Enterprises, Ste. Agathe, des Monts, Quebec, accompanied by his brilliant and charming secretary, Miss Madelain Baron, were in New York City this past week, visiting at the local wholesalers and buying plenty of equipment. Solway and Baron continued their travels after leaving New York City, covering Philadelphia and Baltimore, with the same purpose in view—that of buying machines.

Miss Baron is acknowledged by Solway to be his right arm. Not only is she well grounded in necessary knowledge of types of equipment and their current price values when on a buying splurge, but she conducts the operation of their routes, as well as supervising the jobing end of the business.

"I gladly acknowledge the tremendously important position **The Cash Box** plays in my work," stated Miss Baron. "It gives me all the information I need to buy and sell machines for our wholesale division, and the music department keeps me informed about the necessary song hits to install in our music machines."

Okay Gum Machine License In Vancouver

VANCOUVER, B. C.—Penny Chewing Machines were okayed for operation here this past week by the city council, despite a one man battle for its defeat.

The bill, recommended by Charles Baldwin, license inspector, suggested an amendment to the by-law on Vending Machine Stamp, so that gum dispensers could be installed in local stores—and at the same time assist the city's treasury.

Acts To Legalize Amuse. Mach.

EDMONTON—The Alberta government acted this past week to legalize the use of amusement machines. A bill amending the slot machine act will legalize machines dispensing goods or services, including amusement or tests of skill or strength.

Wurlitzer's New 1500 Phonograph

(*Continued from Page* 25, *Col.* 4)

scroll "W" in blue finish, protects the lower sound chamber. The pilasters, a feature in Wurlitzer design for many years, have been narrowed and are strikingly decorated with a montage of musical instruments outlined in white. The pastel colors are applied to the inside of the plexiglas pilasters. They are scratch-proof and fade-proof. The solid base with metal mop strip adds to the general appearance of solidity apparent in this Wurlitzer model.

The cashbox in the 1500 series is over twice the size of that used in previous models. It is reached through a locked, tight-fitting door in the side of the cabinet.

The Model 1550 is identical in appearance and mechanical operation to the Model 1500. It features a choice of Textileather covering of which the standard finishes are mahogany and blonde. Blue and red phonographs may also be had on special orders.

CHASSIS HAS TWIN STACKS

Wurlitzer's chassis mechanism is entirely new. It contains the "Wurli-Magic Brain" as an integral part of the unit. Most apparent deviation from other Wurlitzer models are the twin stacks which contain 52 records. Each stack holds 26 records which may be intermixed in any manner and in any combination of 45 or 78 RPM desired. Trays move into playing position over a turntable in the center of the chassis shelf. As the turntable raises to pick up the record, the "WurliMagic Brain" goes into action and selects the proper turntable speed and tone arm landing position. Through the expedient of placing the tone arms at either side of the record rather than both on one side as heretofore, Wurlitzer has made it possible for each stylus to follow the record offering even greater savings in record wear than that experienced previously. Zenith cobra stylusses are again used.

Twin playmeters are provided with this unit and these are placed directly to the rear of the turntable. They are easily read by the routemen directly from the front either when the dome is in up position or through its plexiglas front. Each meter serves one stack and registers up to sixty selections per record. The entire chassis is mounted on a cast metal base, precision machined. This new base assures permanent alignment of the chassis and ready interchangeability of parts since it will not warp or bend.

The turntable motor is of a new and unique design built especially to Wurlitzer specifications for the 1500 series. The dual reversible motors are suspended in free floating rubber shock mounts which absorb all vibrations. The design was conceived to eliminate the wows and rumbles caused by turntable vibrations.

ACCENT ON SERVICE

The Wurlitzer 1500 puts the accent on service accessibility and makes both route and servicemens' jobs easier. The dome lifts up and latches in place to make record changing very simple. Because of the new single piece plastic title strip holders, record slip replacement is easier and faster than ever before. The front selector mechanism and wiring lifts out as a unit as described earlier. Access to the cabinet interior is through a large removable rear panel which incorporates four hand holds. A removable front section of the record changer shelf makes possible minor adjustments in the forward part of the chassis. The entire chassis unit slides out of the back of the cabinet for high speed service while Wurlitzer's quick-as-a-flash releases are incorporated in all sections of the amplifier, junction box and coin mechanism.

The three point caster suspension is augmented by two wooden horizontal members which are built into the cabinet base. This makes it possible to handle the phonograph with a truck without possible damage to casters or the chassis base.

The coin banking mechanism permits the deposit of any number of coins up to twenty plays with selections made after coins have been placed in the slot. It eliminates non-registration complaints, is adjustable to 10¢—3 for a quarter, 6 for a quarter and many other combinations of play. The usual rejector for slugs and bent coins is incorporated. The super size coin box directly below the coin register is the largest in the industry. It holds over $200 in assorted coins and reduces the frequency of collection calls on those top spots. The combination amplifier and junction box saves space and is equipped with fader and matching transformer for connecting auxiliary speakers. A socket is provided for the installation of the famour Wurlitzer Volume Level Control.

IMPROVED VOLUME LEVEL CONTROL

Another Wurlitzer exclusive is this electronic Volume Level Control which may be added to the sound system of any Wurlitzer phonograph in the 1400 or 1500 series by simply plugging into the amplifier unit. This control eliminates the need for a remote manual line control and maintains an even sound level for all records whether they are high or low volume. This is particularly important in view of the deviation of record volume which is noticeable in many pressings today. The volume level control does not sacrifice the brilliance or tonal qualities of any record.

WALL PLAQUE AVAILABLE

In conjunction with its new Model 5204, 104 selection wall box, Wurlitzer again offers its adjustable wall plaque. This unit is used in conjunction with either the Wurlitzer Model 5100 8" speaker or Model 5110 12" speaker and a wall box. It is designed for use in those rooms where music is desired but where it is impractical to install a complete phonograph. Operators have found the installation of this combination to be particularly profitable since it was introduced in conjunction with the Model 1400.

1400 MODELS CONTINUED

To insure a full line of phonographs and remote equipment to meet the demands of all locations, Wurlitzer has announced the continuance in production of the Models 1400 and 1450. These will be offered by Wurlitzer distributors as companion models to the brilliant new 1500 series. In announcing that the 1400 would be offered to operators in conjunction with the new production models, Ed Wurgler said, "The sensational acceptance of the 24 record 48 selection, all-speed Wurlitzer Models 1400 and 1450 has proved that they fill a definite need. That need continues to exist and by popular demand production of these models will be maintained." Only recently Wurlitzer has announced a change in outward appearance on the 1400 models with new eye-attracting colors in the pilasters and an entire rework of the color panel at the rear of the record changer compartment. The appearance of these phonographs was further enhanced by the incorporation of blue fluorescent lighting.

For many months there had been much talk within the automatic phonograph industry concerning the products which Wurlitzer would offer to the trade and when they would offer them. With the unveiling on Wurlitzer Days of the new 1500 model and the announcement that Wurlitzer would continue its 1400 models in the line, operators could not help but feel that they had been given the most complete choice of top quality merchandise that has been seen since the inception of this industry.

IT'S KEENEY AGAIN!
NEW
NOTHING LIKE IT BEFORE!
UP TO 4 PLAYERS CAN SHOOT FOR INDIVIDUAL HIGH SCORES
WHILE EACH PLAYER PARTICIPATES IN "MATCH THIS SCORE"
KEENEY'S SUPER DELUXE
LEAGUE BOWLER
MEETS EVERY LOCATION REQUIREMENT WITH "MATCH THIS SCORE" EITHER PREDETERMINED WITH FIRST COIN INSERTED OR ON "MYSTERY" BASIS WHEN LAST SHOT IS MADE. SCORE OF 140 TO 259 MUST BE MATCHED EXACTLY BY 1-2-3 OR 4 PLAYERS. A REAL ATTRACTION!
NEW
★ KEENEY LITE-UP PINS
★ 20-30 Automatic Scoring
★ Up to 4 Players Each Game
★ Plastic EVER-SLICK Silent Playfield
2 SIZES:
9½ FT. LONG
2 FT. WIDE
8 FT. LONG
2 FT. WIDE
Install KEENEY'S SUPER DELUXE LEAGUE BOWLER TODAY!
Order FROM YOUR KEENEY DISTRIBUTOR
J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS
Remember "MATCH THIS SCORE" TAKES IN MORE!

Closeout!
KING PINS $274.50
(NEW)
1/3 Deposit, Balance C. O. D.
WRITE — WIRE — PHONE
DAVID ROSEN
Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

LET'S GET STR

AN ITEM APPEARED, THIS PAST WE
LOID WEEKLY THAT PROCLAIMS ITSE

Is This Weekly Tabloid HAPPY Because Re

Does This Tabloid Weekly WANT the Juke
UTE at the Rate of 2c Per Record Per W

Is This Weekly Tabloid "FOR" or

It's high time when all in the automatic music industry should know who is, and who is not, "for" or "against" the juke boxes of America.

With what an undercurrent of glee, so it seems, this report was written, none will ever know.

But, the very fact that it appeared on the FRONT PAGE of a weekly tabloid that appears on newsstands, is reason enough, in itself, to believe that this tabloid felt it *sufficiently important* to bring this item to the attention of all those curiosity seekers who gaze at it as it seesaws about, from a string or a hook, on some newsstand.

Would anyone wholeheartedly interested in the juke box industry place such *emphasis* on such a *critical and serious matter* to every single juke box operator in the nation?

Here, gaily swinging from newsstands, is a report (and a report that sounds extremely gleeful) that states *the Bryson Bill is not shelved*, according to Rep. Joseph A. Bryson.

What else can anyone think who has worked hard to eliminate this Bryson Bill?

This travesty on American justice?

Than to believe that this weekly tabloid is MOST INTERESTED in seeing this bill come to the fore once again BY PRINTING THE FACT ON THE FRONT PAGE WHERE ALL POLITICOS, BLUENOSES, CRUSADERS, AND ALL OTHERS INTERESTED IN "WITCH HUNTS", CAN READ IT?

Is this "FOR" or "AGAINST" the juke box business?

Does this weekly tabloid believe that every juke box operator in the nation should be forced to pay royalty-tribute at the rate of 2c per record per week?

Does this weekly tabloid want the nation's coin operated music entertainment industry to CRASH?

Doesn't this tabloid weekly call itself a part of the juke box business, and engaged IN THE JUKE BOX BUSINESS?

Why then so much apparent glee in the undercurrent of this report?

Is it the plan and purpose of this weekly tabloid to HURT AND DAMAGE THE ENTIRE INDUSTRY to just "get back" at *The Cash Box* and the fact that it went ALL OUT IN AN EFFORT TO HELP DEFEAT THE Bryson Bill SO AS TO SAVE THE JUKE BOX OPERATOR'S LIVELIHOOD?

Is this intelligence? To get "at" *The Cash Box* it will SMASH everything before it?

Is this the weekly tabloid that says IT IS IN THE JUKE BOX BUSINESS?

Is this its method of *proof* that it is in this juke box industry?

LET'S GET STRAIGHTENED OUT!

Let's learn why such a report (with such a seemingly gleeful undercurrent) appeared on the FRONT PAGE OF A NEWSSTAND WEEKLY TABLOID?

What was the purpose?

What could be gained by such open and flagrant publicity?

If the trade was to be notified, then it is a KNOWN FACT that the biggest advertising section of this weekly tabloid features stories, too. WHY NOT PUT IT IN THIS SECTION?

Even tho anyone could purchase it for 25c on a newsstand

RAIGHTENED OUT!!

WEEK, ON THE FRONT PAGE OF A TABLOID AS "IN THE JUKE BOX BUSINESS"!!!

Rep. Bryson Says His Bill Was NOT Shelved??

Boxes of America to PAY ROYALTY-TRIB-ute Week as Demanded by the Bryson Bill ??

"AGAINST" the Juke Box Business?

and READ IT?

But, there was not even a slight attempt made to ADDRESS THIS TYPE OF INFORMATION TO THE TRADE, AND TO THE TRADE ONLY.

It was placed full smack AND BOXED FOR BOLDNESS on the FRONT PAGE of this weekly tabloid.

Why shouldn't this weekly tabloid, that states it is IN THE JUKE BOX FIELD, come to the fore when such statement was made to it by Rep. Joseph A. Bryson and THEN AND THERE ASK HOW HE COULD EVER DEMAND THAT *"The Music Of The Poor Be Crucified On A Cross Of Gold?"*

Why couldn't this weekly tabloid use some of the outstanding and logically sound arguments which were presented by *The Cash Box* and the juke box industry while it was speaking to the worthy Representative from the great State of South Carolina?

Why should this weekly tabloid, instead, make a report that has an apparent extremely gleeful undercurrent in it ON ITS FRONT PAGE to TELL EVERY NEWSSTAND READER what was stated to it by Bryson?

LET'S GET STRAIGHTENED OUT.

And, regardless of the Bryson statement that "the Bryson-Kefauver Bill has not been shelved" according to this front page story, the true facts, as reported in *The Cash Box* March 15 issue, are that the committee voted unanimously "not to take any action". Following all procedure of committee hearings, it now is highly improbable that further hearings can be held on the "Bryson Bill" at this session of Congress. If this isn't shelving a bill, we wonder what is?

There are many, many thousands upon thousands of dollars invested in the juke box industry of America by outstanding citizens of these United States. Mothers and fathers whose sons and daughters are glorified in their professions. Men and women who are no different from all other good and loyal citizens of this nation.

People who are just plain folk. People who have chosen the dissemination of the great popular music of America to the peoples of America thru the most economical method ever devised by the mind of man.

People who are raising Soldiers and Sailors and Marines. Men and Women for the armed services. Sons and daughters to carry on the tradition of their great country.

People who believe in the great, good God. Who continue to be FIRST in every outstanding charitable effort.

Aren't these citizens of these United States to be as respected as are the mothers and fathers of all the peoples who comprise this great nation?

Aren't these loyal and God-fearing men and women?

Aren't THEIR FEELINGS and THEIR BELIEFS and THEIR LIVELIHOOD to be RESPECTED?

Is this another attempt to "CRUCIFY THE MUSIC OF THE POOR ON A CROSS OF GOLD?"

Is this the answer to what AN ENTIRE NATION-WIDE INDUSTRY WANTS TO KNOW?

LET'S GET STRAIGHTENED OUT!!

STOP IN AND SEE HOW IT TURNS MUSIC INTO MONEY *Like Magic*

FIRST TO PLAY MORE THAN 100 SELECTIONS

FIRST TO PLAY 45 and 78 RPM RECORDS MIXED

WURLITZER SERIES FIFTEEN HUNDRED

STEELE DISTRIBUTING CO.

330 LOUISIANA ST.
HOUSTON, TEXAS

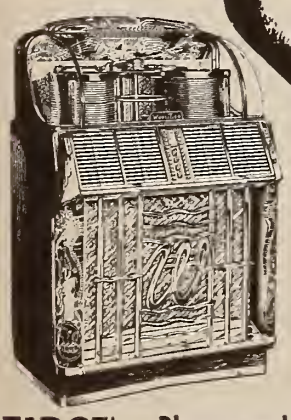
DALLAS DOINGS

Dallas' newest coin machine distributors, State Music Distributors Inc. located at 3100 Main, had its formal opening Saturday and Sunday. **Mrs. Audry Hunter**, formerly with General Distributing Company, estimates that some 200 operators came to wish **Abe Susman**, the owner, luck in his new venture. State will distribute the AMI phonograph and will be Texas distributors for Cue-Ett Pool Tables. Among those on hand for the formal opening were **Ed Ratajack**, regional district manager for AMI; **Al Moson**, service engineer for AMI; **Bill FitzGerald**, AMI's advertising and sales promotion manager; and **Mr. Jackson**, representing Cue-Ett. Among the visitors was **Bernard Riechel** of El Paso. **Carl Hoelzel** of Kansas City, Mo. was here for the occasion, as were **Mr. and Mrs. George Prock** and their daughter **Peggy**, of General Distributing Company. Mrs. **Susman** returned from New York City in time for the opening. But the star of the show was the new 80 selection AMI (Model D-80).

And speaking of open houses the folks over at Commercial Music Company are getting ready for a big one. The purpose is to show off the new 1952 Wurlitzer, Model 1500. The entire office force is busy with arrangements. They are setting up a snack bar to feed the guests April 6 and 7, Sunday and Monday. The mechanics at Commercial have just returned from North Tonawanda, N. Y., where they got a look at the new Wurlitzer. They are bubbling with enthusiasm.

Business is good for **Olen Dreyer** of San Angelo. As you know he has only been in the coin machine business for three or four years but during that time he has built one of the largest routes in his section of the country. In addition to his coin machine business he owns the Dixie Club and one of San Angelo's largest record shops. . . . **Tommy Chatten** of Commercial says that the United "Superior Alleys" are the hottest item in their place right now. "We are having trouble getting enough to meet the demand," he says. . . . **Jack Sprott** of Central Music in Temple was in town this week to buy a van load (25) of the shuffle alleys. . . . **R. L. Choate** of Resort Music in Mineral Wells also came in town to buy some shuffle alleys. . . . **Ralph Claybrook** of City Music Company hauled away some shuffle alleys in his truck this week. . . . **M. T. (Butch) Cornelius** of Abilene was in town buying new coin machines. . . . **Guy Kincannon** of Waco is stocking up on shuffle alleys as is **Speedy (Judas) Walker** of Waco. . . . We saw **Benny McDonald** of Fort Worth and he says that business is good for him. . . . **Drew Osborn** of Fort Worth is back from a fishing trip into the interior of Mexico. He went for black bass and black bass he caught. Speaking of fishing **Tommy Chatten** and his boss **Raymond Williams** spent the weekend fishing at Possum Kingdom. Raymond has a cabin up there and keeps a couple of boats handy in his boat house for fishermen. . . . **Weldon Denton** of Dallas says that business is good. . . . Ditto from **Jim Powers** of Grand Prairie. . . . We talked to **Fred Barber** over at Walbox Sales Company. He says that their business is exceptionally good. . . . So you see we Texans have nothing to complain about. Best of all its Spring.

COME IN



WATCH THE WURLIMAGIC BRAIN AT WORK ON THE NEW WURLITZER SERIES FIFTEEN HUNDRED

FIRST Phonograph to play more than 100 selections

FIRST Phonograph to play 45 & 78 RPM records mixed

BUSH DISTRIBUTING COMPANY

286 N. W. 29th Street, MIAMI, FLORIDA

60 Riverside Avenue, JACKSONVILLE, FLORIDA

MIAMI MURMURS

In these times of higher operating costs, and much costlier equipment, comments **Willie (Little Napolean) Blatt**, the average operator is trying his best to cut down his cost of operation. The industry is in dire need of a business manager. Also an office to act as a clearing house for new ideas. This would also serve as a gathering place for all officials of associations, as well as all coinmen. The reason I write this is due to the fact that I had several visitors this week and we exchanged ideas along this line. It started me thinking that, if the industry had such a clearing house, all the field would benefit by it. . . . My first visitor was **Hirsh de LaViez** of Washington, D. C. During the course of our conversation he told me about the Washington Music Guild. Also how he had increased the income of his music route due to the selection of top recordings. . . . My second visitor was **Maurie Levitch**, owner of Stern Cigarette Vending Machine Co., 3850 Montgomery Road, Norwood, Ohio, whom I was glad to meet. We discussed the cigarettte vending machine business. I learned quite a bit. Such as: If you remove the top flap from the cigarette carton, and you stand the packs on their sides, you can insert the pennies under the cellophane wrappers without removing them from the carton. The result is quite a saving on the cost of operation. I am very thankful to Mr. Levitch for this suggestion. . . . Another visitor whom I was glad to see was **Mac Levin**, owner of Regent Vending Machine, Ltd., Canada. We spent a few pleasant hours discussing and comparing coin machine operations. We came to the conclusion that if he will continue earning his money in Canada, and bring some of it to Miami Beach, spending it here on vacations, I promised him that I would stay out of Canada. . . . I had the pleasure of meeting **Mr. J. Raymond Bacon**, Vice-President of Rock-Ola Mfg. Corp. We had such a pleasant visit, discussing past and present conditions in the coin machine industry, that Mr. Bacon had just enough time left to make his plane connection. . . . Now you can get a slight idea why I would like to see more operators share these pleasant experiences. Who knows how many might benefit from such an interchange of ideas

Editor's Note: To our very treasured Maimi correspondent: The very reason for the creation of "The Cash Box" (*back in June,* 1942) *was because all other publications had, like mice, running from what was thought a sinking ship, dashed out of the field, as World War II became ever more dark and serious. Our publisher had faith. He believed that there should be a medium "for the interchange and exchange of ideas and equipment between those who staunchly remained in the industry". Furthermore, it was also belief of our publisher that, "There must come into being* (*this he stated back in June,* 1942) *a medium whereby there can be built a substantial nucleus of men to act as a solid foundation and upon which can be built the new industry of tomorrow." Therefore, our dear Miami correspondent, tho you have hit "home" with your above tho'ts, remember, that* "The Cash Box" *was definitely, purposely and completely created as "the medium for the interchange and exchange of ideas of all members of this industry—CONFIDENTIALLY—not on the newsstands of America where politicos, officials and bluenoses, would interfere with the progress and growth of the Americans who comprise this industry.")*

Exhibit Distribs Arrange Showings Of "Twin Rotation"

FRANK MENCURI

CHICAGO — Most pleasantly surprised manufacturer this past week was Exhibit Supply Company when it learned that its distributors thought so highly of their newest game, "Twin Rotation", that they were arranging big showings of this new rotation pool playing machine on their own.

The firm first knew of it when Frank Mencuri, sales manager, began to receive long distance phone calls telling him that invitations had already been mailed and that the distributors phoning him were arranging for a festive big showing of "Twin Rotation".

These distribs begged Frank to arrange for speedy air freight delivery of the first sample immediately so that it would arrive in time for their special showing.

Out in Los Angeles, as Frank Mencuri reported, Lyn Brown was holding one of the biggest shows in his firm's history for "Twin Rotation".

Harold Lieberman and Jonas Bessler in Minneapolis had also arranged a big show.

Si Redd in Boston, Ted Bush in Miami, Mike Munves in New York, and many other of the firm's distribs were sending letters and wires to all of their customers to be present to see the new "Twin Rotation" which has won so much outstanding comment from all who have seen it.

As Frank Mencuri stated, "It is heartening to note that some of the most outstanding distributors in the country have called our new 'Twin Rotation' game, 'The most magnificent machine ever built'.

"What's more", he stated, "their orders convince us that they mean every single word they say.

"We know", he concluded, "that when their operator-customers get the 'Twin Rotation' on location they, too, will agree with these distributors."

SEE IT AT

ADAMS HOTEL, PHOENIX, ARIZ., APR. 6-7

HILTON HOTEL, EL PASO, TEX., APR. 9

HILTON HOTEL, ALBUQUERQUE, N. M., APR. 11

MAESTRO MUSIC, INC., 121 E. BROADWAY, TUCSON, ARIZ., APR. 14

MAESTRO MUSIC, Inc.

121 E. BROADWAY, TUCSON, ARIZ.

Plan "Coin Machine Club" (CMC) For Industry

CHICAGO — Back in the '30's coinmen used to meet in the old Celtic Cafe of the Hotel Sherman here. Not a night went by that there wasn't someone in the place and, before long, a crowd accumulated, to just imbibe of the heady spirits and discuss thisa and thata about the coinbiz.

Today, since the end of World War II, no one spot in the city has taken over the "meeting place" of the old Celtic.

There are many who arrive in town, in between the darkness of the early evening, who seek for some spot where they can meet coinmen.

This has been a protest for many years now. So some of the leading people in the industry have come together and proposed that the trade arrange for a "Coin Machine Club" (CMC) and have asked that *The Cash Box* take over the requests that such a "club" be created.

Would You Like a Coin Machine Club to be Created in Chicago Where You Could Meet Socially When in Town?

NAME .....

ADDRESS .....

CITY .....

STATE .....

Praise New Keeney Legal Action Mystery Shuffle Bowler

PAUL HUEBSCH

CHICAGO — One of the happiest men here in the coincenter of the world this past week was Paul Huebsch of J. H. Keeney & Company, Inc.

Paul not only was tremendously elated over the many phone calls he has already received from his distribs, as well as from noted operators, but, pointed to the fact that everyone of these calls was relative to the new "Keeney Super DeLuxe League Bowler."

For example: One op stated, "This is the first time that we have a truly legal action plus mystery play shuffle bowler game.

"This game", this op reported, "which I have had on location for only a few days, has done better business than any machine ever featured in this spot.

"And that", he claims, "goes for all types of amusement equipment."

The legality features of the "Keeney Super DeLuxe League Bowler" are based on the fact that the game can be played as any regular four player shuffle bowler games without anything else but skill shots and high scoring.

Yet, in certain areas, by the simple flip of a switch, the operator can turn the game into an unusual and thrilling "mystery match-the-score" machine.

The "mystery" matching score can either be set to appear in advance of the final score or, as some ops are doing, will appear when the game is finished and, if the player has matched the score that appears in lights, he is generously rewarded.

"The game has absolutely won the greatest and most outstanding approval", Paul Huebsch reports, "from the finest operators in the nation.

"Our distribs", he continued, "are absolutely thrilled at the compliments they are hearing all day long for this great bowler shuffle game which can be operated in any area in the country."

Geo. George

NEVER BEFORE—AND MAYBE NEVER AGAIN—

WILL SUCH OUTSTANDING RECONDITIONED MACHINES BE OFFERED AT SUCH MONEY-SAVING PRICES!

Every Machine Guaranteed Regardless of Price

Roy Monroe

Bally TURF KINGS	$174.50	Keeney FOUR PLAYER	189.50
Wms. STAR SERIES	99.50	United 5 & 6 PLAYERS	WRITE
Wms. DOUBLE HEADER	74.50	ChiCoin GOALEE	99.50
Bally BIG INNING	164.50	Seeburg 100 Record Wall Boxes	94.50
Exhibit DALE GUNS	64.50		
HEAVY HITTERS	42.50		
QUIZZER with Film	89.50		
ChiCoin BAND BOX Like New	134.50		
Keeney DOUBLE BOWLER	89.50		
ChiCoin TWIN REBOUND	44.50		

WANT

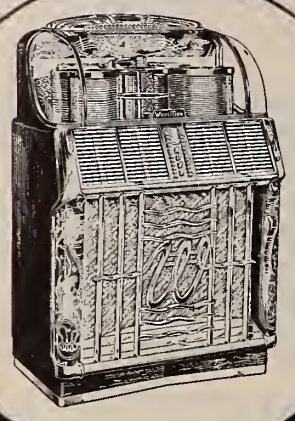
WILL PAY TOP PRICE FOR:
AMI Model "B"
Bally Coney Islands, Bally Brite Spots, Bally Bright Lights—WRITE QUICK!

EXTRA!! SEEBURG M-100A, 78 RPM, late Series . . . **$774.50 EA**

MONROE COIN MACHINE EXCHANGE, INC.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO
(Tel.: SUperior 1-4600)

STOP IN AND SEE HOW IT TURNS MUSIC INTO MONEY Like Magic

FIRST TO PLAY MORE THAN 100 SELECTIONS



FIRST TO PLAY 45 and 78 RPM RECORDS MIXED

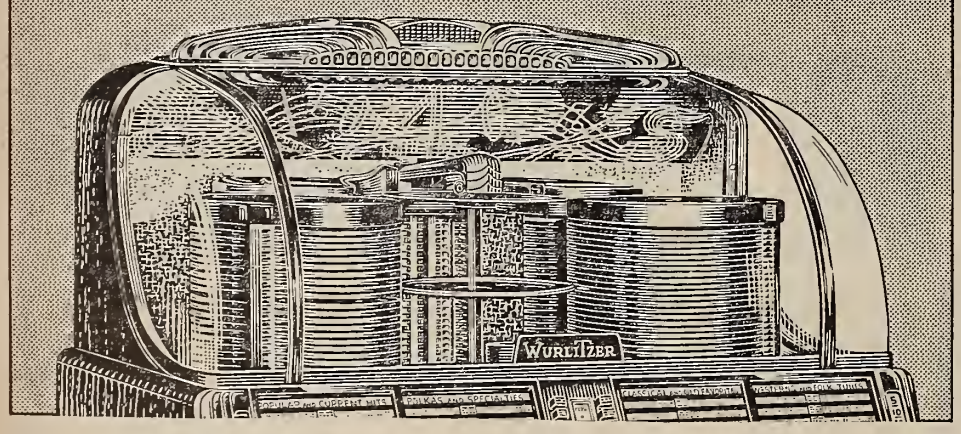
WURLITZER SERIES FIFTEEN HUNDRED

YOUNG DISTRIBUTING, INC.

599 TENTH AVENUE

NEW YORK, NEW YORK

NEW EYE APPEAL



SEE THE PHENOMENAL NEW

WURLITZER

SERIES FIFTEEN HUNDRED

PLAYS MORE THAN 100 SELECTIONS

PLAYS 45 AND 78 RPM RECORDS MIXED

See the WurliMagic Brain in action

F.A.B. DISTRIBUTING COMPANY, Inc.

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911 GERVAIS COLUMBIA, S. C.

304 IVY ST., N.E. ATLANTA, GA.

EASTERN FLASHES

The early arrival of summer type weather this week brought out considerably more operators to coinrow. The great majority showed interest primarily in music and arcade type equipment, with games getting some action, but far from what wholesalers would like. Coinrow will be a beehive this week-end (April 5, 6 and 7) when two new machines are introduced to operators. (These showings will be history when you read this). **Mike Munves'** two-day showing of Exhibit's new mystery game, now identified as "Twin Rotation", a pool game type of shuffle game, starts Saturday, April 5 and continues thru Sunday, April 6. Those operators who run both games and music indicate they will visit coinrow on Sunday and Monday, April 6 and 7, when they will drop into Munves' and then attend **Joe Young's** "National Wurlitzer Days" to look at Wurlitzer's new Model 1500 phonograph. While visiting coinrow this week, your reporter found unusually high interest among music ops who were trying (unsuccessfully, by the way) to inveigle **Joe Young** and **Abe Lipsky** into disclosing some of the new features of the Wurlitzer phono. "Come in and see us starting Sunday, April 6, and you'll see the most sensational phonograph ever built" Joe and Abe told their friends.

* * * * *

S. **Solway** and his beautiful, brilliant secretary, **Madelain Baron**, of The Solway Novelty Enterprises, Ste. Agatha, des Monts, Quebec, Canada, were among the visitors on coinrow this week. Solway and Miss Baron were doing quite a bit of buying here, and later on went to Philadelphia and Baltimore to continue their shopping. Solway and Miss Baron, great supporters of **The Cash Box**, told us how important and helpful it has been to them for many years. . . . **Artie Daddis**, AMI's sales and service engineer, spent several days with **Irv (Kempy) Kempner** of Runyon Sales Co., covering the music operators thruout Connecticut this past week. Artie, who lives in Florida, covers the entire east coast from Maine to Florida for AMI. One of the most pleasant and likeable personalities in the business, Daddis finds a hearty welcome wherever he travels. . . . **Joe Hirsch**, who resigned from the New York games association recently, is now business representative for the Electrical Workers Union, CIO, Local 465, which represents the employees of games operators. . . . Al **Simon's** Albert Simon, Inc., building on Tenth Avenue, corner 43rd Street, now open, and without question the most beautiful addition to all coinrow. Al is moving into the building gradually, and should be completely set up in a week.

* * * * *

Barney (Shugy) Sugerman and **Abe Green**, heads of Runyon Sales Co., leave for an undesignated trip. But before they leave, they put on display Bally's "Champion", coin operated mechanical horse. . . . **Charlie Giaconi** of Liberty, N. Y. seen visiting the wholesalers. . . . **Bob Luttman**, young, handsome operator (protege of "Senator" **Al Bodkin**) gradually expanding his operations, and now has added music machines to his game route. . . . **Dave Lowy**, Dave Lowy & Co., bouncing around like a two-year old—business must be good. . . . **A. Petrocini**, Capitol Amusement Co., Peekskill, N. Y., on the street, buying. . . . **Harry** and **Hymie Koeppel**, Koeppel Distributing Co., help load some music machines on a truck so that they can be rushed to their customers, and wind up puffing and huffing. "We're not as young as we used to be" they complain (Well, who is?) . . . **Gail Carter**, v-p of Permo, Inc., holds a showing of their needles at the Lexington Hotel. . . . **A. D. Palmer, Jr.**, advertising and sales promotion manager of The Rudloph Wurlitzer Co., spends the week in town completing some ideas which will be used in the promotion of the new Model 1500 phono. . . . **Milty Green**, American Vending Co., resting (?) in Miami, and **Teddy Seidel** handles the biz at their coinrow store. . . . In town, helping **Gail Carter** of Permo, Inc., at their showing of needles at the Lexington Hotel was **George Deacon** who covers New Jersey, Pennsylvania and some counties near Buffalo, N. Y. for the firm. . . . **Bob Jacobs**, over at Dave Lowy & Co., seems to be completely happy once again.

NEW ORLEANS NOTES

Papa **Gore** is making out all right without son **Pat**, but we have to admit we are going to miss him while he and the missus are vacationing in Dallas, Texas. . . . The New Orleans Novelty Company and the Penny Arcade have come in for much favorable comment from the newspapers, various clubs and the general public, on its policy of not permitting minors under 18 years of age to be in the Penny Arcade on school days, between the hours of 9:00 A.M. and 2:30 P.M. The Penny Arcade ran large ads in all the newspapers advising the public of this policy. **Hilliard Bach**, manager of the Arcade, when asked to comment on this policy by reporters, stated that it was not the purpose of the Penny Arcade to compete with the schools at any time and he did not like the idea of minors who cut classes and skipped school to be loitering in the Penny Arcade. He expressed the opinion that if all the downtown theatres would adopt a similar policy, it would be better for everyone concerned. . . . **Aruns Callery, Ralph** and **Raymond Bosworth** make up a New Orleans Novelty regular threesome on the links every Thursday noon. . . . And **Louis Boasberg** predicts that the current Gottlieb game, "Hit 'N' Run" will break the sales records of all previous five ball novelty games in the past two years.

Anthony Mele making the rounds before dashing back to Hammond, La. . . . **Robert Goad**, Southwest Louisiana salesman for F.A.B. Distributing discussing April 6th and 7th, which as you all know are Wurlitzer days. . . . **Fred Bellow** of Eunice expects to drive down on Sunday. . . . Ditto **Dick Simmons** of Alexandria, **W. C. Ross** and Sons, Anacoca, La. . . . Also **Mrs. Lebleu**, Lake Charles, La. . . . All of whom have sent word that they will definitely be on hand to join in the fun and festivities of the day. . . . May we offer our sincere condolences to **Mrs. Hammond** of F.A.B. Distributing, whose mother passed away last week. . . . We haven't seen **Charlie** or **Junior** lately. What hoppened Boys? ? ? ?

Ted Rubenstein of Marvel Mfg. Co. has just about completed remodeling his offices after that awful fire. He's started to deliver that new overhead scoreboard for shuffleboards. He will, very soon, be delivering his new wall type shuffle scoring board. But, in the meantime, Ted tells us about the 'headaches' he had with distribs. (Aside: Ted you ain't the only one) . . . **Dave Bender,** well known to all juke box ops 'round these here parts, just joined the sales and ad staff of **Ben Coven.** Dave's one guy who should be able to do a really terrific job with that brand new Wurlitzer you guys and gals saw over this past weekend . . . One of the most elated guys in the coinbiz (and one of the very sweetest, too, believe you me) is **Frank Mencuri** of Exhibit Supply. All because of that "U.L." (Underwriters Laboratories) endorsement for the "Big Bronco" horse. It took weeks and weeks of scientific, precision testing before these laboratories would allow use of their safety seal. And is Frank happy? . . . Was nice of **Lou Koren** to have **Harry Freeman** phone us. (Any friend of Lou's is a friend of our's.)

Happy Birthday To: Dave Taub of Hillside, N. J., music op who expanded into "the world's most beautiful golf driving range"; **Ray Williams** of Dallas, Tex. for being one of the really swell, swell guys, and grand sports of our coin machine industry; **Harry Rosenthal,** because he's one of the nicest guys anyone's ever been able to call 'friend.' (Only sorry that Harry is in a sanitarium recovering from a recent illness, and we can't tear Pittsboigh apart with him on his birthday, as we did once before) . . . Just in case my good friend **"Mac" (Roy McGinnis),** whom I've known for about 25 years, is reading this: Mac, me b'y, you've left your factory in extremely good hands in a son-in-law named: **Paul Huebsch** . . . One of the sweetest guys in all the history of the coinbiz, none other than **Raymond Theodore Moloney,** was so tremendously thrilled when guys phoned him from just about everywhere, this past week, to tell him: "Ray, that 'Atlantic City' is the greatest game you've ever manufactured."

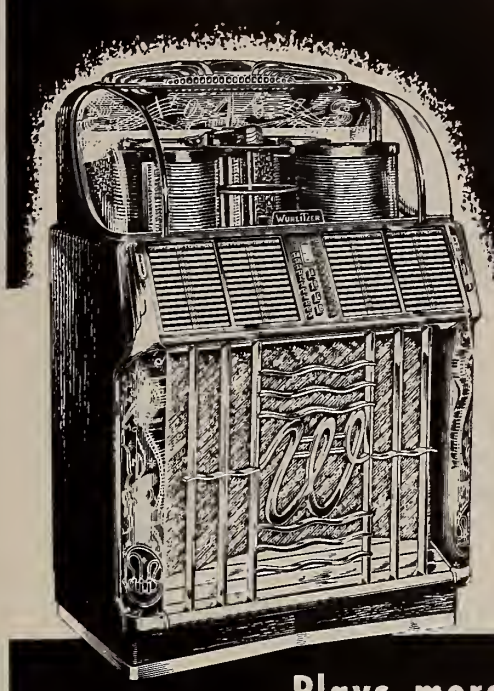
Aside to **Lyn Durant: Cissie** thanks you. I thank you. We all thank you. . . . Proudest-Man-Of-The-Week: **Ralph Sheffield.** Proud of his new quarters, where he can handle three times the display, three times the stock, and three times the bargains he ever before was able to offer ops who use premiums. Said Ralph to us, and very humbly, too: "Listen. Just thank the guys for being so nice to me. To make all this possible." (Now, ain't that nice?) . . . **Bill DeSelm** said, "I know. I know. You're gonna ask me whyn't we do it before? But, what the heck, it's done. Here y'are: six totalizers, all on one game." (And the guy ain't kidding, if you've seen the new six player that United's got, and on bigger delivery schedules than ever before in all of its shuffle game history) . . . What showings 'round the nation for Exhibit's magnificent "Twin Rotation." **Lyn Brown** in L. A. disappointed because of airline schedules. The game came in two hours later. (Just time enough, Lyn, to get everyone warmed up). **Si Redd** in Boston; **Mike Munves** in New York; **Ted Bush** in Miami; **Harold Lieberman** and **Jonas Bessler** in Minneapolis. And dozens of other Exhibit distribs pulled off surprising and impromptu showings.

But, don't let's run away with ourselves. Those Wurlitzer Days were really something from what music ops tell us. Plenty surprised right to the marrow over what they saw. And plenty agreeing that Wurlitzer came thru with what the ops wanted and needed. Looks like better times ahead . . . How you like that **Herb Oettinger?** Comes up to us and says, "Well, you wanna pay half now, before we sit down to 'gin' and save y'self some money?" How you like dot? (Know what, that's the best way to play the guy) . . . Funniest thing you ever did see—**Bill** against **Bill. Bill DeSelm** playing **Bill Gersh** for "second place" at United's night club in "gin" . . . Grandest story of the week: All about 'Schultz the piccolo player.' If you ain't heard it, brother you missed it . . . **Elmer Darkow** of Cedarburg, Wisc. (They call him "the biggest man in Wisconsin") was 'round our town—and loved it.

Hear that friend **Herman Paster** loves Honolulu. They tell me that Herman knows all the twists, turns, gyrations and angles of the hula. We're just waitin' for Herman to show us how . . . Was gonna write an editorial about this, but tho't we might save lotsa composition, makeready and paper if we just said: **"Let's stop kidding ourselves: The cost of any machine doesn't matter one bit: What really counts is whether the machine will pay for itself in time to let the operator enjoy a decent profit on his investment."** (Any arguments?) . . . **Bill Kennedy** takes over at the adagency work for the Williams Mfg. Co. . . . No word yet from MOA (Music Operators of America) as to whether they will run their meet same time as NAMA's (National Automatic Merchandising Assn.) convention. Wonder what **Darling** thinks of this? . . . **Bert Davidson** of Permo tells us, "It ain't so" . . . Can a guy make a living operating 200 cigaret machines? We know a guy who wants to sell that many on location. And who told us: "I'd rather run 40 games" . . . **Spike Jones** phoned us this past week to say: "Please thank everyone of the juke box operators for the nice way they've accepted my new recordings."

Greatest of passeroo combinations: From **Ray Moloney** to **Dan Moloney** to **Tommy Callaghan** to **Georgie Jenkins** . . . Didya ever hear **Vince Shay's** story about the guy who came back four times to tell him all about getting a few more machines. The guy who let his wife run his life? And, when he got back to normal, maintained his livelihood the way he wanted to? Well, someday, boy, when your wife works on you about being "in the slot machine biz" come on into Chicago and let Vince tell this little story to you . . . Remember that **Sam Stern** and **Harry Williams** once said, "If we can produce moneymakers for the operators—that's all we ever want to do" . . . Two really swell people: **Nate and Irene Gottlieb.** Still enjoying Miami's sunshine. And loving it . . . Wonder if a lot of people in this business know how much time **Dave Gottlieb** devotes to philanthropic enterprises? The man's tops in this endeavor. Friend of Dave's gave us some idea of the amount of work he has piled on his shoulders in this regard. It's tremendous . . . Don't let's worry too much about what that weekly tabloid said about the "Bryson Bill." Let's just carry on with Dime Play. That's the one and only way ops are assured of a decent return on their investment.

THE GREATEST MONEY MAKER OF ALL TIME



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Plays more than 100 Selections

Plays 45 and 78 RPM records mixed

See the WURLIMAGIC BRAIN in action

COVEN DISTRIBUTING COMPANY, Inc.
3181 NORTH ELSTON AVENUE
CHICAGO, ILLINOIS

STOP IN AND SEE HOW IT TURNS MUSIC INTO MONEY LikeMagic

FIRST TO PLAY MORE THAN 100 SELECTIONS

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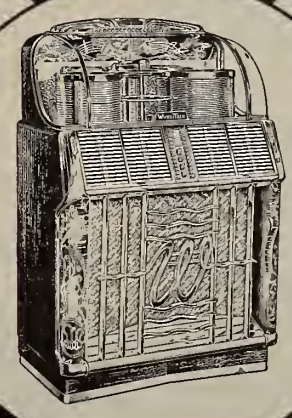

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FIRST Phonograph to play more than 100 selections

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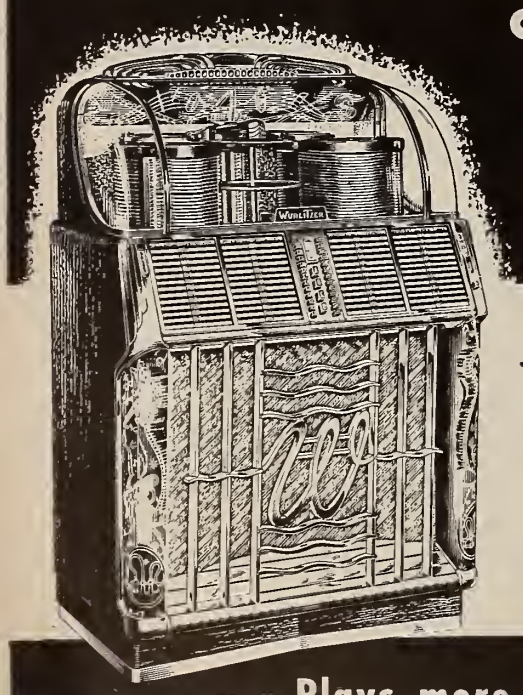

We Have it!

WURLITZER
SERIES
FIFTEEN
HUNDRED

Plays more than 100 Selections

Plays 45 and 78 RPM records mixed

See the WURLIMAGIC BRAIN in action

LIEBERMAN MUSIC COMPANY
257 PLYMOUTH AVE., NORTH
MINNEAPOLIS, MINN.

Seems to be show time out this way, at least on the Los Angeles Row, what with Exhibit set to take the wraps off its new shuffle game at **Lyn Brown's**, and Wurlitzer Days slated for April 6 and 7 at **Paul Laymon's**. . . . We received a wire invitation from Lyn to attend the showing, which comes complete with cocktails and sandwiches. Even if the free refreshments didn't tempt us, the wire's wording did. It read: YOU ARE INVITED TO ATTEND THE SHOWING OF EXHIBIT'S NEW SENSATIONAL AND DIFFERENT SHUFFLE GAME. And when we buzzed Lyn, prior to hacking out this column, and asked what the game's name was, he told us he was pledged to secrecy on it. Maybe that was just a device to have us show for the showing on the next day, but we thought the Exhibit chiefs back East would like to know that Lyn Brown can really keep a secret.

The same hush-hush applies to **Paul** and **Lucille Laymon**, and the entire staff. If they had a copy of the new Wurlitzer in their place just a week before the showing, it must have been hidden away and camouflaged. We sure didn't see any sign of it on the premises and the Laymon crew, usually a congenial bunch of souls, dummied up on us when we tried to pump 'em as to the new product. . . . Of course, the boys along the Row who always know these things before they happen will give you a rundown as to mechanism, lighting, price and shade of varnish or plastic on a new game or phonograph. But long as we're not running a rumor mill or guessing game, guess we'll have to wait till the facts reach us first hand and official.

Something new in horses is just about set to enter the local and national race, with the announcement that Bob's Enterprises is now in production with its "Winner," which we understand departs from the other horses now out in a number of ways. For one thing, the motion is supposed to be more like that of a merry-go-round horse, and the horse is actually in merry-go-round design with a new safety-belt feature and cast out of aluminum. Taking orders on the horse locally and for the Utah, Nevada and Idaho territory will be **Larry Atkinson**, whom we visited in his new set-up on Pico Blvd. Larry is a well known and very successful operator from Provo, Utah, and a good friend of **Dan Stewart**, whose L. A. office is just a block down the street. Working at the local spot with Larry, who commutes to Provo via his own 4-place Cessna plane, is **Harold Tureen**, a veteran local operator and formerly manufacturer of the Superior shuffleboard.

Larry and Harold are handling used games chiefly at Larry's Coin Machine Exchange, as the place is known, and the boys tell us they're off to a flying start, with plenty of customers on hand for all the bowlers, 5 and 1-balls, and arcade equipment they've been able to line up. Up at **Dan Stewart's** right-hand gal **Jo Ann Lewis** was in charge, with both Dan and **Bob Bever** in Salt Lake City. As well informed as she's nice to look at, Jo Ann told us that Rock-Ola sales are doing better than their share and Chicago Coin's "Derby" appeared to be a great success wherever tried.

On the Row: Ventura's **Perry Irwin** . . . S. **L. Griffin** from Pomona . . . **Jack Mallette** of Claremont . . . **Ivan Wilcox** of Visalia . . . Artesia's **Johnny Ketchersid** . . . **G. F. Cooper** of Riverside . . . **Niles Smith** from Oildale . . . Lancaster's **Cece Ellison** . . . **Pete Shupp** of Southgate.

With the help of good snow shovels and good snow plows and also favorable weather the effects of last week's blizzard are rapidly wearing away so that at the present time there are no evidences of any blizzard and in fact in some spots there isn't even any snow. . . . **Andy Benna** of Ironwood, Mich., made the long trip into the Twin Cities to pick up supplies and equipment for his route and also to get it straightened around for the spring and summer business. Now that the roads are open and the weather is a lot nicer we are sure that we will see Andy a lot more often in the Twin Cities. . . . Those operators in from the Wisconsin territory include **Jim Donatell** of Spooner; **Johnny Galep** of Menominie; the **Sieg Brothers** of Augusta; and **Glen Rachliff** of Superior. . . . **Lew Fine**, part manager for the Mayflower Distributing Co. is in the hospital at the present time with the possibility of undergoing an operation. We certainly hope for Lew's speedy recovery. . . . A three-some who made the trip into the Twin Cities together from Mitchell, S. D., were: **Lester York, Ralph Myers** and **Whitey Westby**, who just took the trip in to see what was new in coin operated equipment. . . . **Darlow Maxwell** of Huron, S. D., made the trip into the Twin Cities and was not accompanied by his wife as usual, perhaps that was the reason he was in a hurry to get back home.

Quenton Haroldson of Northwood, N. D., reports that the roads are beginning to open up in North Dakota and are fairly passable at the present time. For a while some of the big highways of North Dakota just had a lane just wide enough for one car to pass through and the drifts towered as high as fifteen and sixteen feet. . . . Seen here and there at the various distributors and record houses were **Pete Vanderhyde** of Dodge Center; **Don Kohner** of Winona; **Joe Engel** of Pine City, and also from Winona was **Jim Stansfield**; R. L. Cross of Jackson; **Jack Harrison** of Crosby; **Len Worseck** of Montivedeo; **Frank Mager** of Grand Rapids; **August Quad** of Rochester; **Elgin McDaniel** of Wadena; **Ben Jahnke** of Hutchinson. . . . **Mary Kennedy**, stenographer for the Lieberman Music Company took the final plunge and finally got hitched up to **Ken Benson** of Minneapolis. Good Luck! . . . **Chris Grenz** of Miles City, Montana made his annual trip into the Twin Cities area and in addition to looking at the new equipment, he is also booking shows for his night club in Miles City. . . . The Lieberman Music Company is busy making preparations for the National Wurlitzer Days being held on April 6th and 7th.

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ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NOON AT The Cash Box, 26 W. 47th St., New York 19, N. Y.

WANT

WANT—Seeburg M100A; AMI Model B; Bally Coney Islands; Bally Bright Lights; Back Glass for Bally Hot Rods. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUperior 1-4600.

WANT — We are paying the highest market price on United's Twin Rebounds. As is. Quote price, condition and quantity. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5100.

WANT—Coney Islands; Bright Spots; Bright Lights; Williams Super World Series; Keeney Four Way long and short board conversions also 12 ft. Shuffleboards. MONARCH COIN MACHINE, INC., 2257 NO. LINCOLN AVE., CHICAGO 14, ILLINOIS. Tel.: LIncoln 9-3996.

WANT—Used 1428 Rock-Olas. State best price and general condition. SOUTHERN MUSIC DISTRIBUTING CO., 503 W. CENTRAL AVE., ORLANDO, FLA.

WANT—Will pay highest prices for: Broadways 3-4-5's and 100 record Seeburgs. GOLDEN GATE NOVELTY CO., 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF.

WANT — New and used records, all speeds. Attention 45 RPM Juke Box Operators, highest prices paid for your used 45 records. We need used records 52 weeks a year. Entire stocks purchased. SEE-MOR STORES, 1539 CHESTNUT ST., PHILA., PA. Tel. MA 7-7217.

WANT—Music Operators—to send us their list of top ten tunes, each week. Have good deal for you in exchange. Write: BOX # 119, c/o THE CASH BOX, 26 W. 47th St., NEW YORK 19, N. Y.

WANT — Used Bright Lights; Coney Islands; Bright Spots and Leaders. Also 100 record Seeburgs and boxes. Best price. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVENUE, SEATTLE 1, WASHINGTON.

WANT — Seeburg Shoot The Bear Guns. Any quantity. Give price and condition in first letter. MIKE MUNVES CORP., 577 TENTH AVE., NEW YORK, N. Y. Tel.: BRyant 9-6677.

WANT—Will buy phonograph records made before 1940; any quantity or dealer stock; $150 to $300 per thousand; will make trip to inspect if required. Some of labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion, etc. JACOB S. SCHNEIDER, 128 W. 66th STREET, NEW YORK CITY, N.Y.

WANT—Wurlitzer 800's and 1015's, all you have and receive. LAREDO EXPORTING COMPANY, LAREDO, TEXAS.

WANT—AA-1 Equipment only at wholesale prices for export: Seeburg 100's; Solotone Selective; Steeple Chase; County Fair; Spark Plug; Hayburners; Double Feature; Arcade Equipment; Coin Counters; Coin Changers. LIEBMAN, 12 BABY POINT RD., TORONTO, CANADA.

WANT—All types Arcade Equipment, Seeburg Bear Guns, Seeburg M100s. Quote lowest prices or will trade New Turf Kings in original crates. Write, Wire Phone: C. A. ROBINSON CO., 2301 W. PICO BLVD., LOS ANGELES, CALIF. (Tel.: DUnkirk 3-1810).

WANT—Close Outs: Late model phonographs. ACTIVE AMUSEMENT CO., 501 NO. GOSSET STREET, ANDERSON, S. C. Tel.: 2310.

WANT—Tubes: 2051; 70L7; 6SN7; 75; 6SC7; 2A3; 5V4; 6L6; 6K7 Metal; 6N7 Metal; 6L7 Metal. Will pay $40.00 hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO 13, ILL.

WANT — Now, surplus stock of new major labels. Mail us quantity of brands available—inventory if possible. We will mail you top quotation on your stock. GALGANO DIST. CO., 4142 W. ARMITAGE AVENUE, CHICAGO, ILL. Tel.: DIckens 2-7060.

WANT — Turf Kings; Spark Plugs; Jalopies; Globetrotters; Packard Pla-Mor Boxes; Scales, 1217, 1017, 1400, 1250; AMI C & D; Seeburg M-100's, 78 and 45. Write stating condition and prices. ST. THOMAS COIN SALES, ST. THOMAS, ONTARIO, CANADA. Tel.: 2648.

WANT—Will pay $$ for Metal Typers; Photomatics; Panorams; Voice Recorders; Quizzers; Hayburners; Dale Guns; Six Shooters; AMI Phonographs; Bally Bright Lights; Bally Bright Spot and Coney Island. REDD DIST. CO., INC., 298 LINCOLN ST., ALLSTON, BOSTON 34, MASS. Tel.: ALgonquin 4-4040.

WANT — Your used or surplus records. We buy all year round and pay top prices up to 5% blues and race. No lot too large or too small. We also buy closeout inventories complete. BEACON SHOPS, 821 NO. MAIN ST., PROVIDENCE, R. I. Tel.: UNion 1-0320.

WANT—Operator's Attention! Want to buy complete music routes also post-war phonographs for cash. Give complete details first letter stating models, quantity, condition and prices. We also sell complete line of premiums. SEACOAST DISTRIBUTORS, INC., 1200 NORTH AVE., ELIZABETH, N. J.

WANT — Used Records from 500 to 50,000, we buy them all. Special prices paid for rhumbas. Used 45 RPM bought in quantities. We pay freight. State price to save time. C & L MUSIC CO., 11 BAYBERRY RD., FRANKLIN SQ., L. I., N. Y.

WANT—Bally Bright Lights; Bright Spots; Coney Island; Seeburg M100A; AMI Model A-B or C; Wurlitzer 1250 or 1100. State price, condition in first letter. J. ROSENFELD CO., 3220 OLIVE ST., ST. LOUIS 3, MO.

WANT—Coney Islands; Bright Spots; Bright Lights; United's Leader; 100 Record Seeburg Phonographs & Bar Boxes & Late Model Phonographs; Chicago Coin & Exhibit Guns; Seeburg Bear Gun; Hobby Horses. Give best price and quantity in first letter. VALLEY DISTRIBUTORS, 401 NO. 16 STREET, SACRAMENTO, CALIFORNIA.

WANT—Bingo Rolls. State price and condition first letter. SYSTEM AMUSEMENT CO., 810 WEST 2nd AVE., SPOKANE, WASH.

CLASSIFIED ADVERTISING SECTION

WANT—All types of post-war flipper five ball games, in any quantity. Give names, condition they are in, price wanted, and when ready to ship. INTERNATIONAL AMUSEMENT CO., 1423 SPRING GARDEN STREET, PHILADELPHIA, PA.

WANT—Wurlitzer Model 1250's; Seeburg M 100's (78's or 45's). Will pay cash or trade late Pin Games; Alleys or Arcade Equipment. Also can use Universal Shuffle Tournament Heads or Keeney Bowling Champ Two and Four player Heads. Write, Wire or phone: BUSH DIST. CO., 286 N. W. 29th ST., MIAMI, FLA. Tel.: 3-4623.

WANT — Will pay top dollar for A.B.C.'s; Brite Lites; Brite Spots and Coney Islands. Write or phone: CLEVELAND COIN MACHINE EXCHANGE, INC., 1827 ADAMS, TOLEDO, OHIO.

WANT — ABC's at $225; Bright Lights at $325 in good working condition. PENNSYLVANIA VENDING CORP., 1822 CARSON ST., PITTSBURGH 3, PA.

WANT—Motor for Under Sea Raider; Motor for Baker Sky Pilot; Williams Star Series; Overhead score boards for Shuffle Board. IDEAL NOV. CO., 2823 LOCUST, ST. LOUIS, MO.

WANT—National cigarette machines 9M and 7M Eastern Electric C8's 25c only or with change maker. Seeburg—Bear Guns; Bally Shuffle Champ Bowlers; United Shuffle Alleys 5 or 6 Players; Wurlitzer 3020 Wall Boxes. Equipment must be complete and in proper working condition including the playing fields. Must be priced for resale. MAESTRO MUSIC, INC., 121 E. BROADWAY, TUCSON, ARIZONA.

WANT—Will pay top cash for Bally Broadway and United 3-4-5 (new or used). State lowest cash price and quantity available for immediate shipment. Write or wire: B & B NOVELTY CO., 1031 GOLDEN GATE AVE., SAN FRANCISCO, CALIF. Tel.: FIllmore 6-7125.

FOR SALE

FOR SALE—United Skee Alley $50; United Twin Shufflecade $65; Bally Champion $65; Rock-Ola Phonograph Model Sup 40 $20. AUTOMATIC MUSIC CO., 703 MAIN STREET, BRIDGEPORT, OHIO. Tel.: 750.

FOR SALE — Coin Operated Pool Tables. 3½′ x 7′. Patented—Feature returns Q-Ball and Scratch Balls. Q-Ball and other balls same size. Price $585 f.o.b. Pensacola, Florida. F. A. B. DISTRIBUTING CO., INC., 1019 BARONNE ST., NEW ORLEANS, LA., 911 GERVAIS ST., COLUMBIA, S. C., 304 IVY ST., N. B. ATLANTA, GA. Write for details.

FOR SALE — Clean, ready for location: Wurlitzer 1015's $165; Wurlitzer 1080's $175; Seeburg 146's $110; Seeburg 147's $150; Rock-Ola 1422's $85; Wurlitzer 3031 Wall Boxes $8.50; Seeburg 3-Wire 5-10-25c Wall Boxes $10; Seeburg Wireless 5c Wall Boxes $7.50; Packard Wall Boxes $7.50. CAIN-CAILLOUETTE, INC., 1500 BROADWAY, NASHVILLE, TENN. Tel.: 42-8216.

FOR SALE — United Twin Rebound $175; United Four Player $225; United Five Player $275; United Six Player $325; C.C. Trophy Bowl $75; Genco Shuffle Target $100; United Twin Shufflecade $175; Canasta $75. MOHAWK SKILL GAMES CO., 67 SWAGGERTOWN RD., SCHENECTADY 2, N. Y.

FOR SALE—Will accept best offer on 40,000 new and used records in good condition and crated. "Radio" JOE WARRINGTON, AUTOMATIC MUSIC, THERMOPOLIS, WYOMING.

FOR SALE—Coney Islands $450; ABC Bingo $275; Zingo $325; Total Rolls $50; High Rolls $75; 3020 Wall Boxes $39; Grand Award Pin $40; One Two Three $50; Barnacle Bill $40; Ballerina $35; WIL56 Wall Boxes $14. V. YONTZ, BYESVILLE, OHIO. Tel.: 5781.

FOR SALE—Coin machine route in southern Arizona. Over 250 pieces. 98 phonographs; 78 pins; 24 one-balls; 10 shuffleboards; 23 bowling games; 14 pokerino; 3 six-shooter; 1 jet gun. Also 350 wall boxes; 84 speakers. Record shop. Very large store and work shop. Completely equipped office. Approximately $15,000; in parts and supplies. Route established many years. Very little competition. Owner retiring. Guarantee $800 to $1000 week net profit. $50,000 cash required. Balance can be arranged for reliable party. None other need apply. BOX #2238, c/o THE CASH BOX, 26 W. 47th ST., N. Y. C., N. Y.

FOR SALE — Bally Hot Rods $69; Chicago Coin Pistol Pete $69; Chicago Coin The Thing $69; High Score Bowler $169; Also all type of Bingo Games. Write: MERIT INDUSTRIES, 542 WEST 63rd ST., CHICAGO 21, ILL. Tel.: ENglewood 4-9202; 9204.

FOR SALE — Hayburner, like new, $245; Jalopy $265; King Pin (new) $275; 1080 Wurlitzer $169.50; 1015 Wurlitzer $135; 1946 Seeburg $135; 1017 Hideaways $139.50; Rockette $129.50. ROANOKE VENDING MACH. EXCH., INC., 118 W. WASHINGTON ST., CHARLESTON, W. VA.

FOR SALE — Reconditioned Wurlitzers: 1250's $500; 1100's $350; 1015's $225; 1080's $200. Seeburgs 146M $187; 147M $225; 148ML $325; Wall Boxes 3W2-L56 $18.50; W1-L56 $15 less tubes. Packard Manhattan's $169.50. O'CONNOR DISTRIBUTORS, INC., 2320 W. MAIN ST., RICHMOND 2, VA.

FOR SALE — 3 Seeburg Bear Guns $295 ea.; 1 Chico Ace Bowler, F.P. $125; 7 Packard Wall Boxes, Chrome, $12.50 ea.; 2 Chico Thing $59.50 ea.; Genco Canasta $69.50 ea. AUTOMATIC AMUSE. CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND.

FOR SALE — Bally Citations, Champions, Turf-Kings; Universal Winners, new and used Consoles and slots. We now have in stock Bally's Futurity and other games. West Virginia Bally Distributors. ALLAN SALES, INC., 928-30 MARKET ST., WHEELING, W. VA. Tel.: WHeeling 5472.

FOR SALE—Reconditioned Wurlitzer Phonographs ready for location: 5 Model 1250 $475 ea.; 3 Model 1100 $325 ea.; 1 Model 750 E $90; 1 Model 1432 Rocket 51 Rock-Ola $500. 1/3 deposit, balance C.O.D. WINTERS DIST. CO., 1713-15 HARFORD AVENUE, BALTIMORE 13, MD. Tel.: LExington 8820.

FOR SALE—Just off our route: Wurlitzer 1250 adaptor and 48 Selection Wall Box $125; Gottlieb Bowlette $45; Seeburg Chicken Sam converted to Swing Monkey $50. ½ deposit with order. FRENCHY & CO., 7624 N. E. 2nd AVENUE, MIAMI, FLA. Tel.: 72767.

FOR SALE — New and used Scales. Send for our special price list on new Scales and bargain list on used ones. SPARKS SPECIALTY CO., SOPERTON, GA.

FOR SALE — Phonographs with famous Dixie six point guarantee: Seeburg 148ML $299; Seeburg 147M $199; Seeburg 146M $169; Seeburg H148M $219; Seeburg H246M $179; Seeburg H146M 159; Wurlitzer 1080 $189. DAVIS DIST. CORP., 738 ERIE BLVD. E., SYRACUSE 3, N. Y.

CLASSIFIED ADVERTISING SECTION

FOR SALE — Williams All Stars $79.50; Star Series $99.50. Rock-Ola (Deal) 1 Imperial 20 Remote Control with 9-1501 D Dial-a-tone, 1-1502 Bar, 1-Lite Transformer $79.50. Terms ½ deposit. WATERBURY AMUSEMENT MACH. CO., 453 WEST MAIN ST., WATERBURY 35, CONN.

FOR SALE — Shooting Gallery complete with water tank and motors, live ammunition now in operation; size 11 ft. wide—25 ft. long. RELIABLE COIN MACHINE CO., 184-188 WINDSOR STREET, HARTFORD, CONN.

FOR SALE — Beat this if you can. Every phonograph rebuilt and renewed ready for location. Wurlitzer 750 $79.50; Rock-Ola 1422 blonde refinished $109; Seeburg 146 $139; Aireon Motors $4.95; 3-6 and 10 Amp plug fuses $4.00 hundred. 1/3 with order, balance C. O. D. GAY-COIN DISTRIBUTORS, INC., 4866 WOODWARD AVE., DEROIT 1, MICH.

FOR SALE—See us for your conversions on United's Twin, 4-Player and 5-Player—also ChiCoin's Classic and Trophy. Have them rebuilt with screened Formica and large pins. Priced reasonable. DAVE LOWY & CO., 594 TENTH AVE., NEW YORK, N. Y. Tel.: CH 4-5100.

FOR SALE — Six Shooter like new, $225; Bally Hi-Rolls $49.50; Play Ball $49.50; Chicoin Goalee $69.50; Seeburg Bear Gun $349. All machines A-1 condition, no charge for crating. Will trade for 100 selection Seeburgs; Bright Spots; Bright Lights and Coney Islands. STANLEY AMUSEMENT CO., 5225 SO. TACOMA WAY, TACOMA, WASH. Tel.: HI. 5110.

FOR SALE—20 Wise Owl Quizzettes (like new) $5 ea.; 4 Grippers $9.50 ea.; 3 ABT Challengers $12 ea.; 2 Pop Ups $10 ea.; 2 Electric Shockers $10 ea.; 1 Shipman Select-A-Bar (like new with stand) $20. 1/3 deposit, balance C.O.D. MUSIC DISTRIBUTORS, INC., 213 FRANKLIN ST., FAYETTEVILLE, N. C. Tel.: 3992.

FOR SALE—Williams Star Series $85 ea.; Williams Double Header $65; Bally Big Inning $165; Dale Guns $65; Chicago Coin Pistols $75; Wilcox Recordio, new, $160; Heavy Hitters $42.50; Quiz Time $125; Quizzer with film $90; Band Box, like new, $135; United Shuffle Alley Express $45; Keeney Double Bowler $100; Chicago Coin Twin Rebound $45; Chicago Coin Trophy $85; Keeney 4 Player League Bowler $190; United 2 Player Express $95; United 5 Player & 6 Player, Write; Lynco Skee Ball $125; Chicago Coin Goalee $85; Turf Kings $225; Futurity, new, write; Seeburg 5-10-25c Wall Boxes $32.50; Packard Wall Boxes, brand new, $32.50; Packard Wall Boxes, used, $8.50; Seeburg 5c 3 wire Wall Boxes $18.50; Seeburg 100 Record Wall Boxes, brand new, $94.50. MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVE., CLEVELAND 14, OHIO. Tel.: SUperior 1-4600.

FOR SALE — Cue-Ett Tables. New Game—Low First Cost. No operating expense. Holds player's interest. Something new and different. Price $279.50. Write for circular. PASCO MUSIC CO., BOX 38, NEW PORT RICHEY, FLA.

FOR SALE—Spring Special. 100A Seeburgs $725; AMI Model C's $500; 1250 Wurlitzers $450. Prices include crating and thorough reconditioning. $100 deposit per machine required. Contact: SHELDON SALES, INC., (Formerly Alfred Sales, Inc.), 881 MAIN ST., BUFFALO 3, N. Y.

FOR SALE — Largest oldest established route in district ninety percent 5 ball, roll-a-way and bowling machines ten percent music best locations netting $100 per day. Also a cigarette route 250 on location. All details to qualified buyers. ALLIED BUSINESS EXCHANGE WEST, 4 SPRAGUE AVENUE, SPOKANE, WASH.

FOR SALE—Seeburg 146M $149.50; Packard Pla Mor Boxes $7.95; Seeburg W6-656 5c Wireless Wall Boxes $9.95; 2000 popular records 8c each. AMERICAN VENDING COMPANY, 2359 CONEY ISLAND AVENUE, BROOKLYN, N. Y. Tel.: ESplanade 5-1256.

FOR SALE—Wurlitzer 1080 $179.50 ea.; Wurlitzer 1100 $375 ea.; Aireon DeLuxe (with Wurlitzer mechanism) $109.50 ea. Plus $10 for crating. Many others — write for list. YOUNG DISTRIBUTING, 599 TENTH AVE., NEW YORK, N. Y. Tel.: CHickering 4-5050.

FOR SALE—"America's Finest One-Stop Music Service" can supply you with all the records you need. Every major and independent label in stock. We ship anywhere. Cost you only a few pennies above absolute wholesale price. COVEN DISTRIBUTING CO., 3181 ELSTON AVE., CHICAGO 18, ILL. Tel.: INdependence 3-2210.

FOR SALE—New 1c Camera Chief $10; New Advance Peanut Machines $12; Chicago Coin Two Player Bowling Alley $45; Aerion Deluxe $60; Bally Rapid Fire $75; Gottlieb Bowlett $42.50. MATHENY VENDING CO., 564 W. DOUGLAS, WICHITA, KANSAS.

FOR SALE—Chicoin Bowling Alleys $55; Seeburg Guns $75; Lite League $49.50; DeLuxe Bowler $34.50; and many other values. COIN AMUSEMENT GAMES, 1144 E. 55th ST., CHICAGO 15, ILL.

FOR SALE—The finest reconditioned phonographs and games in the country. Every single one guaranteed regardless of price. Before you buy get our quotation first. COMMERCIAL MUSIC CO., 1501 DRAGON ST., DALLAS, TEX. Tel.: RIverside 4131.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40 word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box, "The 'Bible' of the Coin Machine Industry." Send your check for $48 today plus your first 40 word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 19, N. Y. (Phone: JU 6-2640).

FOR SALE—Shipmans brand new triplex Postage Stamp Machine Plus 20,000 folders — Special $39.50 complete. Shipman Folders $10 carton 20,000 Victory Folders $6.00 carton 10,000. Mail check to: SCHWARTZ DISTRIBUTING CO., 1800 S. W. 17th ST., MIAMI 45, FLA.

FOR SALE — New Shoot the Moon $225; New Horse Shoes $244.50; New Sportsmen $244.50; New Horse Feathers $375; Used Keeney 2 Player League Bowler rebound $99.50; floor sample United 2 Player Hockey $99.50; floor samples Mutoscopes Flying Saucers $100; clean Seeburg Low Boy perfect each $50; New Williams Sea Jockey $375. K. C. SPECIALTY CO., 410 MARKET ST., PHILA. 6, PA. MArket 7-6865 or 7-6391.

FOR SALE — 2 Bright Lights, Drop Chute @ $375 ea.; Turf Kings, refinished @ $195 ea.; Champions, refinished @ $95 ea. SAM SOLOMONS, UNIVERSITY COIN MACHINE EXCHANGE, 854 NORTH HIGH STREET, COLUMBUS, O. Tel.: UNiversity 6900.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Packard Wall Boxes ready for location $12.50, satin or chrome. Seeburg Bear Games $299.50. WANTED—Advance Scoring Units. WESTERN DISTRIBUTORS, 1226 SW 16th AVE., PORTLAND 5, OREGON.

FOR SALE — Canadian Operators write us your requirements. A full choice of pinballs, phonos at reasonable prices. SOLWAY NOVELTY ENTERPRISES, BOX 129, STE. AGATHE DES MONTS., QUEBEC, CANADA.

FOR SALE—Brand new, never used: 1 Wurlitzer 1217 Hideaway; 3 brand new wall boxes complete $650. 1/3 deposit, balance C.O.D. or S/D KOEPPEL DIST. CO., 629 TENTH AVENUE, NEW YORK CITY 19, NEW YORK.

FOR SALE—Happy Go Lucky; Harvey; Mermaid; Shoo Shoo; Snooks; Quartette; Sportsman; Deluxe World Series. Call or write for price: LEHIGH SPECIALTY CO., 826 NO. BROAD ST., PHILADELPHIA 30, PENNA.

FOR SALE—Cigarette Machines: DuGrenier Model S, Rowe Imperial, U-Need-A-Pak E & A, 6 & 8 cols.—$99.50 ea.; 25c Operation equipped with King Size beautifully resprayed in two-tone job. Completely overhauled. 1/3 Deposit, balance C.O.D. DAVE LOWY & CO., 594 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-5100.

FOR SALE—Largest headquarters for arcade equipment. Batting Practice $75; Boomerang $45; Big Inning $185; Heavy Hitters $69.50; Chi Coin Hockey $75; Chi Coin Basketball Champ $225; Goalee $125; Dale Gun $75; Pop Sez $69.50; Pitchem & Batem $185; Quizzer & Film $100; Silver Bullets $150; Seeburg Bear Gun $325; Western Baseball $85. Terms: ½ deposit with all orders, balance C.O.D. CLEVELAND COIN MACH. EXCHANGE, INC., 2021 PROSPECT AVE., CLEVELAND, OHIO.

FOR SALE — Perfect condition, look like new: ABC's $250; Lite A Lines with new improved play board $175; Bright Lights $350; Zingo's $325; Holiday's $400; Hot Rods $65. 1/3 deposit, balance C.O.D. W. E. KEENEY MFG. CO., 5229 SO. KEDZIE AVENUE, CHICAGO, ILLINOIS.

FOR SALE—Bingo Games including six Spotlights used 8 weeks and four Coney Islands, all guaranteed in A-1 mechanical condition and a good outward appearance. Write or phone for prices. T & L DISTRIBUTING CO., 1321 CENTRAL PARKWAY, CINCINNATI 14, OHIO. Tel.: MAin 8751.

FOR SALE — Clean used equipment all perfect ready for location: 5 Balls: Tucson $65; Georgia $140; The Thing $69.50; Trade Winds $30; Screwball $30; Barnacle Bill $40; Knockout $115; Spot Bowler $135; Harvest Time $90; College Daze $89; Champion $70. One-Balls: Turf Kings (new) $395; Turf Kings (used) $195; Champions $75; Winners $99; Citations $49. Music: Rock-Ola — 1422 $99.50; Rock-Ola—1426 $149.50; Seeburg 46 $125; Seeburg 48 Blonde $275; Seeburg M 100 $725; Wurlitzer 1015 $175; Wurlitzer 1100 $315. Will trade Music, One Balls, 5 Balls or any other type coin machine equipment for Seeburg 3W2-L56 Wall Boxes—3 Wire 5c—Need 200 Wall Boxes. For new Mechanical Ponies we can offer the best deal in town. Call or write for prices. Exclusive Distributor for Rock-Ola Phonographs and Thunderbolt Pony and other leading manufacturers. EASTERN VENDING SALES CO., INC., 940-942 LINDEN AVENUE, BALTIMORE 1, MD. Tel.: MUlberry 2110.

FOR SALE — To highest bidder, all offers considered: Automatic Phonographs: Wurlitzer (2) 750E; (4) 500; (2) 800; (1) 700. Seeburg: (1) 9800; (2) Envoy. Additional equipment — Wurlitzer: (3) 145 Stepper; (2) 219 Stepper; (1) 320 5c Wall Box; (1) 125 5-10-25c Wall Box—Rock-Ola: (6) 5c Wall Box—Buckley: (15) 5c Wall Box. TRI-STATE AMUSEMENT CO., 148 18th ST., WHEELING, W. VA.

FOR SALE — We have on hand the largest stock of new and used pin and amusement games, phonographs, parts and shuffleboard supplies in Michigan. We are distributors for AMI, Keeney, Genco, Exhibit, Williams & Victor. See us first. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS, MICH. Tel.: 9-8632; 5743 GRAND RIVER AVE., DETROIT, MICH. Tel.: TYler 8-2230.

FOR SALE — Complete Shuffleboard Refinishing Equipment. Two special shuffleboard equipped trucks. We will install entire equipment in any part of the country, and show you our formula for refinishing. Four years experience in refinishing and manufacturing of shuffleboards. Reason for selling, present owners going in government work. BOX HOLDER, 14806 BENTLER AVE., DETROIT, MICH.

FOR SALE—Seeburg 100-A's in perfect condition $749 ea. AMERICAN AMUSEMENT COMPANY, 209 DANFORTH ST., SYRACUSE, N. Y.

FOR SALE — Pin games off of our own route, beautifully refinished and made mechanically perfect: Futuritys $349.50; Bright Spots $435; late model Photomatics $575; Genco Shuffle Targets $85. NEW ORLEANS NOV. CO., 115 MAGAZINE ST., NEW ORLEANS, LA. Tel.: CAnal 8318.

FOR SALE — Finest premiums for stimulating play on your amusement games. Every premium proven by operators. The premiums we feature are for operators only. We don't sell stores. Write for our descriptive price list. HASTINGS DISTRIBUTING CO., 6100 BLUEMOUND RD., MILWAUKEE 13, WIS. Tel.: BLuemound 8-7600.

FOR SALE—New and used Turf Kings, write. Bally Champions and Citations, write. New Music Mite, surprising price, write. Rock-Ola '46 and '47; Wurlitzer 1015; Seeburg 46M and 47M, write. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVE., CLEVELAND 3, OHIO. Tel.: HEnderson 1-7577.

FOR SALE—The finest used phonographs in all our history now available for immediate sale. Get our price on any phonograph you want before you buy. UNITED, INC., 4227 WEST VLIET ST., MILWAUKEE, WIS. Tel.: WEst 3-3224.

FOR SALE—Needles. All type needles for juke boxes and home machines. Every needle a precious metals point. Give our needles a test and become the distributor for your area. Write: ELDEEN MANUFACTURING COMPANY, 621 WEST NATIONAL AVE., MILWAUKEE 4, WIS.

FOR SALE—Exhibit Pistol $45; Thing $95; Three Musketeers $85; Bowling Champ $85; Tri-Score $100; Just 21 $60; Buffalo Bill $60; South Pacific $80. A. P. SAUVE & SON, 7525 GRAND RIVER AVE., DETROIT 4, MICH. Tel.: TYler 4-3810.

FOR SALE — Chicago Coin Classic $115; Universal Super Twin Bowler $115; Bally Speed Bowler $50; Shuffle Alley with fly-away pins $25. ALLIED COIN MACHINE CO., 786 MILWAUKEE AVE., CHICAGO 22, ILL. Tel.: CAnal 6-0293.

(Continued on next page)

CLASSIFIED ADVERTISING SECTION

Here's How You Can Get 40 Classified Ads Absolutely FREE!

If you plan to use but one classified ad every so often. Let's say only one classified ad per month. Just 12 ads during the entire year. Each ad of 40 words. (40 words has been found to be the size of the average classified ad.) These 12 classified ads would cost you $48.

Each classified ad of 40 words, at the regular rate of 10c per word, would cost you $4.00. Multiply the $4.00 by 12 such ads during the year, and you arrive at the total of $48.00.

For this very same $48 you can get an additional 40 classified ads, also of 40 words each, absolutely FREE.

In short, by taking immediate advantage today of *The Cash Box "Special Classified Advertising Subscription"* you can get 52 ads of 40 words each (one ad for each week's issue of *The Cash Box* for the full year of 52 weeks' issues) for the very same price of $48. You are actually getting a $223.00 value for only $48. A tremendous savings to you of $175.00 if you act quick.

Here's how you save that $175.00: You get 52 classified ads of 40 words each (actual cost of each ad is $4.00 at regular rate of 10c per word). This gives you a 40 word ad each week during the full year of 52 weeks' issues (52 times $4.00) that is worth $208.00. But, that isn't all, you also get a complete issue of *The Cash Box* each week (not just a tear sheet or a proof showing your ad only) which is worth $15.00, the regular full year's subscription rate. A grand total value of $223.00—All for only $48.

You save $175.00 and, at the same time, you get 40 more classified ads of 40 words each absolutely FREE—all for the same $48 that only 12 ads would cost you at regular rate. Take advantage of *The Cash Box's "Special Classified Advertising Subscription"* today! (Remember: *The Cash Box publishes more classified ads each week than all the other magazines in the industry combined print in a month.*)

Think! as materials grow shorter in supply. As merchandise and machines grow more and more scarce. You will want to buy merchandise and equipment you will need to continue profitably in business. Likewise, you will want to turn dead merchandise that is gathering dirt, dust and rust into cash. *The Cash Box's "Special Classified Advertising Subscription"* gives you the opportunity to both buy and sell each and every week for the full year of 52 weeks' issues.

* Enclose your first 40 word classified ad with your check for $48 and mail right now to:

THE CASH BOX
26 W. 47th STREET
NEW YORK 19, N. Y.

** If you already have a $15 subscription you will be given credit for the unused portion toward The Cash Box's "Special Classified Advertising Subscription."*

FOR SALE — Complete line of used equipment on hand: Phonographs; Shuffle Games, etc. Tell us what you need. Our prices are right. We are distributors for: AMI; United; Williams; Universal; Exhibit; Genco and others. TARAN DISTRIBUTING, INC., 2820 N. W. 7th AVE., MIAMI 34, FLA. Tel.: 3-7648.

FOR SALE—Your price? 3 Shuffle Skill; 1 Super Shuffle; 1 Shuffle Skee Alley; 1 South Pacific; 4 Wurlitzer 500K; 3 600K; 1 Star Series Baseball; 2 Howard Metal Typers; Picture Booth with double unit camera. S & W MUSIC CO., 115 EAST 15th ST., ANNISTON. ALA.

FOR SALE—5 Turf Kings $175 ea.; 2 Citations $40 ea.; 1 Chicago Coin Shuffle Baseball $35. All machines A1 condition. NASTASI DIST. CO., 1010 POYDRAS, NEW ORLEANS 12, LA. Tel.: MA. 6386.

FOR SALE — America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. ANGOTT DISTRIBUTING CO., INC., 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Empresses; Thrones; '39 and '40 Standards and DeLuxes; Classics; W1L56 Wall Boxes; 600's; Counter Models; Watling HiBoy Scales; Arcade Equipment; Misc. Pinballs. SOUTHSIDE VENDING, 308 N. SYCAMORE ST., PETERSBURG, VA. Tel.: 349.

FOR SALE — Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Universal, Chicago Coin, Keeney and Bally. WILLIAMSPORT AMUSEMENT CO., 233 W. 3rd STREET, WILLIAMSPORT, PA. Tel.: 2-3326 or 2-1648.

FOR SALE—10 # 148 ML Seeburgs $265 ea.; 8 # 1017 Wurlitzer Hideaways $135 ea.; 3 Seeburg 146s $110 ea. All guaranteed in top condition. 1/3 deposit, balance C.O.D. Phone or wire. CENTURY MUSIC DISTRIBUTORS, 1221 MAIN ST., BUFFALO, N. Y.

FOR SALE—3 William's Hayburners @ $250. Call: T. M. Hawk, 1416 So. Calhoun, Ft. Wayne, Indiana. Tel.: E-3006.

MISCELLANEOUS

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUdson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Los Angeles, Calif., WEbster 3-0347.

NOTICE — Louisiana & Mississippi Operators — your authorized AMI phonograph distributor is DIXIE COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAgnolia 3931.

NOTICE—Change to dime play. Hawley Convertor Kit for old style and new style Packard boxes. Lots of 25, $1 each; Samples $1.25. Contains new glass, dime bushings, parts for rejector. Kits also available for other five-cent boxes. Specify your needs. J. R. HAWLEY DISTRIBUTING CO., 2720 W. PICO BLVD., LOS ANGELES, CALIF.

NOTICE — Carolina Operators—One stop record shop. All labels in popular, race, hillbilly and old favorites, 78 or 45's only 70c ea. with title strips. Send for our coin machine Bargain Sheet. DARLINGTON MUSIC CO., 132 NO. MAIN ST., DARLINGTON, S. C. Tel.: 500.

"THE CONFIDENTIAL PRICE LISTS"

THIS WEEK'S USED MACHINE QUOTATIONS

13th Year of Publication
705th Consecutive Week's Issue

How To Use "The Confidential Price Lists"

[Also Known As the "C. M. I. (Coin Machine Industry) BLUE BOOK"]

FOREWORD: Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoetd. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange —posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added costs of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.
METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price for the week; Second price listed is highest price.

EXPLANATION

1. Prices UP
2. Prices DOWN
3. Prices UP and DOWN
4. No change from Last Week
5. No quotations Last 2 to 4 Weeks
6. No quotations 4 Weeks or Longer
7. Machines Just Added
* Great Activity

WURLITZER

4.	24	25.00	44.50
4.	600R	39.50	50.00
1.	600K	49.00	69.50
1.	500A	49.00	69.50
4.	500K	39.50	59.50
4.	41 (Counter)	24.50	50.00
6.	51 (Counter)	30.00	45.00
4.	61 (Counter)	24.50	50.00
4.	71 (Counter)	59.50	75.00
6.	81 (Counter)	49.50	75.00
4.	700	75.00	89.50
4.	750M	79.50	89.00
2.	750E	90.00	100.00
4.	780M Colonial	79.50	99.50
4.	780E	79.00	95.00
4.	800	69.50	98.00
4.	850	44.50	59.00
4.	950	49.50	74.50
4*	1015	135.00	295.00
2*	1017 Hideaway	135.00	250.00
4*	1100	310.00	450.00
4*	1080	145.00	225.00
1*	1250	475.00	500.00
6.	300 Adapter	10.00	15.00
6.	320 Wireless Wall Box	3.50	5.00
6.	310 Wall Box 30 Wire	4.50	5.00
4.	320 2 Wire Wall Box	4.00	5.00
6.	332 2 Wire Bar Box	5.00	9.50
6.	331 2 Wire Bar Box	5.00	10.00
6.	304 2 Wire Stepper	3.50	5.00
6.	Wireless Strollers	19.50	25.00
6.	430 Speaker Club with 10, 25c Box	69.50	75.00
6.	420 Speaker Cabinet	40.00	49.50
4.	3031 Wall Box	8.00	15.00
4.	3045 Wall Box	9.95	20.00
4.	3020 Wall Box	34.50	40.00
4.	3025	12.50	19.50
4.	2140 Wall Box	19.50	24.50
4.	219 Stepper	25.00	35.00
6.	100 Wall Box 5c 30 Wire	3.50	5.00
6.	100 Wall Box 10c 30 Wire	12.50	17.50
6.	111 Bar Box	3.00	10.00
6.	120 Wall Box 5c Wire	2.00	4.50
6.	305 Impulse Rec.	2.50	10.00
6.	350 WIs Speaker	17.50	29.50
6.	115 Wall Box Wire 5c Wireless	5.00	7.50
6.	135 Step Receiver	14.50	19.50
6.	145 Imp. Step Fast	4.50	7.50
6.	306 Music Transmit	7.50	9.50
6.	130 Adapter	15.00	19.50
6.	580 Speaker	25.00	49.50
6.	123 Wall Box 5/10/25 Wireless	9.00	15.00
6.	125 Wall Box 5/10/25 Wire	2.50	6.00

SEEBURG

4.	Plaza	25.00	34.5
6.	Royale	25.00	39.5
4.	Regal	39.50	49.0
4.	Regal RC	39.50	49.0
4.	Gem	29.50	49.5
4.	Classic	49.00	60.0
4.	Classic RC	49.00	60.0
6.	Maestro	44.00	65.0
1.	Mayfair	44.00	59.5
1.	Mayfair RC	39.50	59.5
6.	Melody King	49.50	79.5
6.	Crown	39.50	59.5
6.	Crown RC	49.50	79.5
6.	Concert Grand	39.50	59.5
4.	Colonel	29.50	49.0
4.	Colonel RC	29.50	49.0
6.	Concert Master	49.50	69.5
6.	Concert Master RC	59.50	89.0
6.	Cadet	35.00	65.0
4.	Cadet RC	39.50	65.0
4.	Major	39.50	59.0
4.	Major RC	39.50	59.5
4.	Envoy	39.50	59.0
4.	Envoy RC	39.50	59.0
4.	Vogue	39.00	59.5
6.	Vogue RC	49.50	69.5
6.	Casino	35.00	59.5
6.	Casino RC	49.50	79.5
6.	Commander	39.50	59.5
6.	Commander RC	50.00	69.0
4.	Ti-Tone 9800	45.00	60.0
4.	Hi-Tone 9800 RC	45.00	60.0
4.	Hi-Tone 8800	49.50	59.0
4.	Hi-Tone 8800 RC	49.50	59.0
4.	Hi-Tone 8200	49.50	59.0
4.	Hi-Tone 8200 RC	45.00	59.0
2*	146S	110.00	175.0
4*	146M	110.00	187.0
2*	147S	149.00	179.5
4*	147M	150.00	225.0
4.	148S	300.00	350.0
4.	148M	275.00	350.0
4*	148ML	265.00	325.0
4*	M-100-78	700.00	775.0
6.	Remote Speak Organ	7.50	17.5
6.	Multi Selector 12 Rec.	12.50	35.0
6.	Melody Parade Bar	4.50	6.0
6.	5c Wallomatic Wireless	3.00	8.5
6.	5c Baromatic Wireless	4.50	5.0
6.	5c Wallomatic 3 Wire	2.00	8.0
6.	30 Wire Wall Box	2.00	9.5
6.	5, 10, 25c Baromatic Wire	3.00	6.5

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"THE CONFIDENTIAL

4. 5, 10, 25c Wallomatic 3 Wire	7.50	9.95
4. 5, 10, 25c Baromatic Wireless	6.95	9.00
6. 5, 10, 25c Wallomatic Wireless	8.50	17.50
4. 3W2 Wall-a-Matic	15.00	21.50
4. W1L-56 Wall Box 5c	9.95	18.50
4. 3W5-L-56 Wall Box 5, 10, 25c	32.50	47.50
4. W4L-56	37.00	44.50
4. W6-L56-5/10/25 Wireless	30.00	49.50
6. Tear Drop Speaker	12.50	17.50

ROCK-OLA

6. Imperial 20	24.50	49.50
6. Imperial 16	25.00	49.50
6. Windsor	29.50	40.00
6. Monarch	25.00	49.50
6. Std. Dial-A-Tone	39.50	40.00
4. '40 Super Rockolite	39.50	49.50
6. Counter '39	19.50	49.50
4. '39 Standard	39.50	69.00
4. '39 DeLuxe	39.50	65.00
4. '40 Master Rockolite	39.50	59.50
6. '40 Counter	39.50	49.50
6. '40 Counter with Std.	49.50	54.50
4. '41 Premier	49.50	69.50
6. Wall Box	4.00	9.50
6. Bar Box	4.00	9.50
6. Spectravox '41	15.00	29.50
6. Glamour Tone Column	30.00	35.00
6. Modern Tone Column	32.50	40.00
4. Playmaster & Spectravox	49.50	69.00
4. Playmaster '46	69.00	79.50
6. Playboy	25.00	30.00
4. Commando	39.00	45.00
4* 1422 Phono ('46)	85.00	145.00
4. 1424 Phono (Hideaway)	139.00	169.00
4. 1426 Phono ('47)	159.00	179.50
7. 1432 (Rocket '51)	410.00	500.00
4. Magic Glo (1428)	279.00	325.00
6. 1501 Wall Box	3.00	7.50
6. 1502 Bar Box	5.00	7.50
6. 1503 Wall Box	12.50	15.00
6. 1504 Bar Box	8.50	17.50
6. 1510 Bar Box	15.00	20.00
6. 1525 Wall Box	10.00	15.00
6. 1526 Bar Box	15.00	19.50
6. 1530 Wall Box	10.00	25.00
6. 1805 Organ Speaker	24.50	29.00

BUCKLEY

6. Wall & Bar Box O.S.	3.00	5.00
6. Wall Bar Box N.S.	7.00	17.50

PACKARD

4* Pla Mor Wall & Bar Box	7.95	22.00
4. Manhattan	89.00	169.50
4. Model 7 Phono	79.50	119.50
4. Hideaway Model 400	69.00	95.00
4. 1000 Speaker	29.50	49.50
6. Willow Adaptor	14.50	29.50
6. Chestnut Adaptor	15.00	25.00
6. Cedar Adaptor	15.00	29.50
6. Poplar Adaptor	15.00	27.50
6. Maple Adaptor	15.00	30.00
6. Juniper Adaptor	15.00	27.50
6. Elm Adaptor	15.00	25.00
6. Pine Adaptor	15.00	25.00
6. Beach Adaptor	15.00	27.50
6. Spruce Adaptor	17.50	29.50
6. Ash Adaptor	15.00	25.00
6. Walnut Adaptor	17.50	25.00
6. Lily Adaptor	10.00	12.50
6. Violet Speaker	10.00	15.00
6. Orchid Speaker	19.50	22.50

MILLS

6. Do Ri Mi	25.00	59.50
4. Panoram	150.00	225.00
4. Throne of Music	25.00	69.50
4. Empress	39.00	69.50
6. Panoram 10 Wall Box	5.00	8.50
6. Panoram Peek (Con)	195.00	295.00
6. Conv. for Panoram Peek	10.00	29.50
5. Constellation	150.00	175.00

AMI

6. Hi-Boy (302)	49.50	55.00
4. Singing Towers (201)	49.50	99.50
6. Streamliner 5, 10, 25	39.50	79.50
6. Top Flight	25.00	39.50
4. Singing Towers (301)	49.50	99.50
2* Model A '46	250.00	345.00
2* Model B '48	399.50	450.00
4* Model C	475.00	525.00

AIREON

4. Super DeLuxe ('46)	25.00	49.00
6. Blonde Bomber	75.00	129.50
4. Fiesta	69.00	125.00
6. '47 Hideaway	119.50	195.00
4. '48 Coronet 400	79.00	159.00
4. '49 Coronet 100	125.00	169.50

MISCELLANEOUS

4. Chicago Coin Hit Parade	165.00	219.50
4. Ristaucrat	65.00	79.50
1. Williams Music Mite	129.50	145.00

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ge) Genco; (Got) Gottlieb; (Un) United; (Wm) Williams.

4. ABC Bowler	25.00	60.00
1* A.B.C. (Un 5/51)	250.00	300.00
4. Ali Baba (Got 6/48)	28.50	49.50
1. Alice (Got 8/48)	39.50	54.50
6. Amber (Wm 1/47)	19.50	35.00
2. Aquacade (Un 4/49)	34.50	89.50
4. Arizona (Un 5/50)	50.00	89.50
4. Baby Face (Un 1/49)	22.50	45.00
6. Baffle Card (Got 10/46)	10.00	17.50
4. Ballerina (B 48)	25.00	49.50
6. Ballyhoo (B 47)	19.50	29.50
6. Band Leader	39.50	59.50
4. Banjo	25.00	49.50
4* Bank-A-Ball (Got)	89.50	119.50
4. Barnacle Bill (Got 8/48)	49.50	69.50
4. Basketball (Got 10/49)	70.00	134.50
4. Be Bop (Ex)	84.50	115.00
4. Bermuda (CC 11/47)	25.00	34.50
6. Big League (B 46)	14.50	19.50
6. Big Prize	10.00	30.00
6. Big Time	32.50	39.50
4. Big Top	49.50	79.50
4. Black Gold	59.50	79.50
4. Blue Skies (Un 11/48)	39.50	54.50
4. Bomber (CC 5/51)	69.50	124.50
4. Bonanza (Wm 11/47)	12.50	29.50
4. Boston (Wm 5/49)	89.50	104.50
4* Bowling Champ (Got 2/49)	57.50	89.50
4. Bowling League (Got 8/47)	10.00	24.50
4* Bright Lights (B 5/51)	265.00	395.00
1* Bright Spot (B 11/51)	350.00	450.00
6. Broncho	19.50	35.00
4. Buffalo Bill (Got 5/50)	60.00	79.50
4. Buccaneer (Got 10/48)	39.50	69.50
4. Build Up	25.00	34.50
4. Buttons & Bows (Got 3/49)	55.00	79.50
4. Camel Caravan	69.50	85.00
4* Canasta (Ge 7/50)	69.50	119.50
6. Caribbean (Un 3/48)	15.00	28.50
4. Carnival (B '48)	25.00	59.50
4. Carolina (Un 3/49)	42.50	55.00
4. Carousel	15.00	29.50
4. Catalina (CC 2/48)	29.50	49.50
2* Champion (B '48)	50.00	149.50
4. Champion (CC 6/49)	69.00	72.50
6. Chico	39.50	69.50
4. Cinderella (Got 3/47)	39.50	49.50
4* Citation (B/48)	40.00	109.00
4. Cleopatra	25.00	39.50
6. Club Trophy	29.50	49.50
4. College Daze (Got 8/49)	89.50	109.50
4. Coney Island (B 9/51)	395.00	475.00
4. Contact	39.50	44.50
6. Contest	29.50	39.50
4. Control Tower (Wm 4/51)	135.00	175.00
4. Cover Girl	24.50	45.00
4. Crazy Ball (CC 7/48)	29.50	45.00
4. Cyclone (Got 5/51)	159.50	175.00
4. Dallas (Wm 2/49)	49.50	79.50
6. Dark Horse	10.00	15.00
4. De Icer (Wm 11/49)	100.00	119.50
4. Dew Wa Ditty (Wm 6/48)	39.50	45.00
6. Double Barrel (B 47)	10.00	19.50
4. Dbl Feature (Got 12/50)	110.00	164.50
4. Double Shuffle (Got 6/49)	94.50	100.00
4. Dreamy (Wm 3/50)	110.00	124.50
6. Drum Major	25.00	34.50
6. Dynamite (Wm 10/46)	10.00	14.50
6. Entry (B '47)	35.00	65.00
4. El Paso (Wm 11/48)	49.50	74.50
6. Fast Ball	10.00	15.00
6. Fiesta	15.00	19.50
1. Fighting Irish (CC 10/50)	99.50	139.50
2. Five Star (Univ 5/51)	150.00	250.00
6. Flamingo (Wm 7/47)	15.00	19.50
4. Floating Power	25.00	49.50
4. Flying Saucers (Ge 12/50)	129.50	144.50
6. Flying Trapeze (Got 9/47)	10.00	19.50
4. Football (CC 8/49)	49.50	99.50
1. 4 Horsemen (Got 9/50)	119.50	154.50
4. Freshie (Wm 9/49)	59.50	114.50
4. Georgia (Wm 9/50)	115.00	144.50
6. Ginger (Wm 10/47)	10.00	15.00
4. Gin Rummy	79.50	119.00
4. Gizmo (Wm 8/48)	25.00	45.00
6. Glamour	24.50	29.50
2* Gold Cup (B '48)	20.00	74.50
6. Gold Mine	29.50	49.50
2. Golden Gloves (CC 7/49)	94.50	115.00
4. Gondola	19.50	44.50
4. Grand Award (CC 1/49)	38.00	60.00
4. Harvest Moon (Got 12/48)	49.00	69.50
4. Harvest Time (Ge 9/50)	90.00	129.50
4. Hawaii (Un 8/47)	20.00	29.50
2* Hayburner (Wm 7/51)	245.00	275.00
6. Hi Ride	15.00	25.00
4. Hit Parade	29.50	39.50
1. Hits & Runs (Ge 5/51)	109.50	129.50
4. Holiday (CC 12/48)	42.50	69.50
4* Hot Rods (B '49)	65.00	124.50
4. Humpty Dumpty (Got 10/47)	29.50	49.50
4. Jack 'N Jill (Got 4/48)	49.00	55.00
2. Jalopy (Wm 9/51)	265.00	369.50
6. Jamboree	25.00	39.50
4. Jeanie (Ex 7/50)	99.50	125.00
1* Jockey Special (B '47)	39.50	55.00
4. Joker (Got 11/50)	145.00	164.50
4. Judy (Ex 7/50)	95.00	119.50
2. Just 21 (Got 1/50)	54.50	79.50
4. K. C. Jones	75.00	79.50
4. Kilroy (CC 1/47)	10.00	16.50
4. King Arthur (Got 10/49)	109.50	119.50
4. King Cole (Got 5/48)	28.50	54.50
4* Knockout (Got 1/51)	99.50	149.50
4. Lady Robin Hood (Got 1/48)	24.50	39.50
4. Leap Year	25.00	39.50
4. Line Up	25.50	34.50
1* Lite-A-Line (K 6/51)	175.00	225.00
4. Lucky Inning (Wm 5/50)	69.50	99.50
4. Lucky Star (Got 5/47)	29.50	50.00
4. Mad. Sq. Garden (Got 6/50)	135.00	149.50
4. Magic	28.50	54.50
6. Maisie (Got 3/47)	14.50	25.50
4. Majors '49 (CC 2/49)	39.50	79.50
4. Major League Baseball	25.00	39.50
4. Manhattan (Un 2/48)	25.00	34.50
4. Mardi Gras	25.00	45.00
6. Marjorie (Got 7/47)	19.50	29.50
4. Maryland (Wm 4/49)	49.50	109.50
4. Merry Widow	29.50	39.50
4. Melody (B 47)	25.00	39.50
4. Mercury (Ge)	67.50	114.50
4. Mermaid (Got 6/51)	164.50	199.50
6. Metro	17.50	27.50
6. Mexico (Un 6/47)	15.00	19.50
6. Miami Beach	15.95	19.50
4. Minstrel Man (Got 3/51)	124.50	175.00
6. Miss America (Got 1/47)	10.00	24.50
6. Monicker	10.00	17.50
4. Monterrey (Un 5/48)	29.50	40.00
4. Moon Glow (Un 12/48)	39.50	59.50
4. Morocco	25.00	49.50
6. Mystery	10.00	15.00
4. Nevada (Un 10/47)	15.00	29.50
4. Nifty (Wm 12/50)	130.00	149.50
6. Nudgy (B 47)	25.00	39.50
6. Oh Boy	15.00	29.50
4. Oklahoma (Un 6/49)	79.50	85.00
4. Old Faithful (Got 1/50)	85.00	144.50
4. One Two Three	39.50	59.00
6. Opportunity	14.50	19.50
6. Oscar	19.50	25.00
1. Paradise (Un 7/48)	19.50	49.50
4. Phoenix	55.00	69.50
2* Photo Finish	69.50	119.00
6. Pimlico	15.00	32.50
4. Pin Bowler (CC 7/50)	119.50	139.50
4. Pinch Hitter (Un 5/49)	24.50	55.00
4. Pinky (Wm 10/50)	109.50	125.00
6. Pin Up Girl	15.00	29.50
4. Play Ball (CC 1/51)	34.50	60.00
4. Play Boy (CC 5/47)	45.00	95.00
4. Playland (Ex 8/50)	90.00	124.50
4. Playtime (Ex)	40.00	84.50
4. Puddin Head	34.50	59.00
4. Punchy (CC 11/50)	145.00	165.00
4. Rag Mop (Wm 11/50)	120.00	149.00
4. Rainbow (Wm 9/48)	39.00	45.00
4. Ramona (Un 2/49)	40.00	59.00
4. Rancho (B '48)	39.50	49.00
6. Ranger	15.00	19.50
6. Record Time	22.50	59.50
4. Red Shoes (Un 12/50)	109.50	135.00
6. Repeater	17.50	29.50
6. Rio (Un 12/46)	15.00	20.00
4. Rip Snorter (Ge)	50.00	95.00
6. Riviera	14.50	25.00
1. Rocket (Ge 5/50)	79.50	139.50
4. Rockettes (Got 8/50)	139.50	154.00
4. Rondevoo (Un 5/48)	25.00	39.50
4. Rose Bowl (Got 10/51)	175.00	259.50
4. Round Up (Got 11/48)	50.00	75.00
4. St. Louis (Wm 2/49)	40.00	79.50
4. Sally (CC 10/48)	39.50	54.50
4. Samba	25.00	59.50
4. Saratoga (Wm 10/48)	49.50	60.00
6. School Days	15.00	17.50
6. Score-A-Line	20.00	39.50
4. Screwball	39.50	55.00
6. Sea Hawk	15.00	22.00
6. Sea Isle (CC 11/47)	14.50	19.50
4. Select-A-Card (Got 4/50)	54.50	79.50
4. Serenade (Un 12/48)	17.50	39.50
4. Shanghai (CC 4/48)	27.50	49.50
4. Shantytown	99.00	109.50
4. Shoo Shoo (Wm 2/51)	125.00	159.50
6. Shooting Stars	19.50	35.00
4. Short Stop	25.00	45.00
4. Show Boat (Un 1/49)	39.50	69.50
6. Silver Spray	14.50	24.50
6. Silver Streak (B 47)	14.50	19.50
4. Singapore (Un 11/47)	23.50	29.50
6. Sky Lark	39.50	59.50
6. Sky Line	17.50	29.50
6. Sky Ray	12.50	19.50
6. Slugger	14.50	19.50
6. Smarty (Wm 12/46)	14.50	25.00
6. Smoky	12.50	19.50
1. South Pacific (Ge 3/50)	80.00	109.50
6. South Paw	15.00	19.50
6. South Seas	10.00	17.50
4* Special Entry (B '49)	25.00	50.00
6. Speed Ball	14.50	32.50
6. Speed Demon	15.00	29.50
4. Speedway (Wm 9/48)	25.00	109.50
6. Spellbound (CC 5/46)	10.00	14.50
4. Spinball (CC 5/48)	29.50	49.50
4. Spot Bowler (Got 10/50)	99.50	154.50
6. Sport Event	19.50	29.50
6. Sport Special	17.50	30.00
6. Sports	19.50	25.00
6. Sports Parade	12.50	15.00
6. Spot-A-Card	25.00	29.50
6. Spot Pool	19.50	29.50
6. Stage Door Canteen	10.00	14.50
6. Stars	15.00	19.50
4. Stardust (Un 5/48)	34.50	49.50
6. Starlite	10.00	49.50
6. State Fair	10.00	14.50
6. Step Up	10.00	14.50
4. Stop & Go (Ge 3/51)	99.50	139.50
4. Stormy (Wm 1/48)	25.00	49.50
6. Stratoliner	14.50	17.50
6. Streamliner	10.00	14.50
4. Summertime (Un 9/48)	30.00	39.50
6. Sun Beam	19.50	29.50
4. Sunny (Wm 12/47)	25.00	49.50
4. Supercharger	19.50	24.50
4. Super Hockey	59.50	79.00
6. Superliner (Got 7/46)	10.00	17.50
6. Superscore (CC 10/46)	10.00	24.50
6. Surf Queen (B '46)	10.00	15.00
6. Suspense (Wm 2/46)	29.50	49.50
4. Swanee	49.50	65.00
4. Sweetheart (Wm 7/50)	99.50	134.50
4. Tahiti (CC 10/49)	85.00	109.50
6. Tally Ho	15.00	39.50
4. Tampico (Un 7/49)	69.50	89.50
6. Target Skill	12.50	19.50
4. Telecard (Got 1/49)	49.50	79.50
4. Temptation	25.00	59.50
4. Tennessee (Wm 2/48)	29.50	49.50
4* Thing (CC 2/51)	59.50	119.50
4. Three Feathers	59.50	79.50
4. Three Four Five (Un 10/51)	265.00	275.00
4. Three Musketeers (Got 7/49)	59.50	99.50
4. Thrill (CC 9/48)	27.50	45.00
6. Topic	10.00	17.50
6. Tornado (Wm 4/47)	12.50	17.50
6. Torchy (Wm 6/47)	10.00	35.00
6. Towers	12.50	15.00
4. Trade Winds	27.50	49.50
4. Treasure Chest	14.50	30.00
4. Trinidad (CC 3/48)	24.50	49.50
4. Triple Action	29.50	49.50
4. Triplets (Got 7/50)	129.50	149.50
2* Tri-Score (Ge 1/51)	65.00	119.00
6. Trophy (B '48)	95.00	119.50
6. Tropicana (Un 1/48)	10.00	34.50
4. Tucson (Wm 1/49)	69.50	89.50
4. Tumbleweed	84.50	104.50
6. Turf Champ	24.50	39.50
2* Turf King (B 6/50)	150.00	299.50
4. Utah (Un 8/49)	85.00	94.50
6. Vanities	10.00	25.00
4. Victory Special (B 46)	19.50	49.50
4. Virginia (Wm 3/48)	29.50	45.00
4. Watch My Line (Got 9/51)	139.50	185.00
6. West Wind	15.00	19.50
6. Wild Fire	19.50	30.00
4* Winner (Univ.)	125.00	249.50
4* Wisconsin (Un 3/48)	25.00	49.50
6. Yankee Doodle	15.00	19.50
4. Yanks (Wm 4/48)	22.50	49.50
6. Zig Zag	12.50	19.50
2. Zingo (Un 10/51)	300.00	350.00

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CONFIDENTIAL PRICE LIST — ROLL DOWNS

6. ABC Roll Down	24.50	49.50	4. Genco Total Roll	19.00	39.50
6. Bermuda	20.00	35.00	6. Hawaii Roll Down	10.00	24.50
6. Big City	10.00	35.00	4. Hy-Roll	49.50	70.00
4. Bing-A-Roll	69.50	75.00	6. Melody	20.00	35.00
6. Bonus Roll	25.00	49.50	4. Pro-Score	39.50	45.00
6. Buccaneer	49.50	64.50	4. Singapore	10.00	39.50
6. Champion Roll	15.00	29.50	6. Sportsman Roll	10.00	20.00
4. ChiCoin Roll Down	19.50	49.50	6. Super Score	35.00	49.50
4. Genco Advance Roll	39.50	69.50	4. Super Triangle	25.00	35.00

CONFIDENTIAL PRICE LIST — SHUFFLES — REBOUNDS

4. Bally Shuffle-Line	175.00	185.00	4* Keeney League Bowl	210.00	245.00
4. Bally Hook Bowler	215.00	250.00	4. Keeney Duck Pins	95.00	125.00
2. Bally Baseball	64.50	89.50	4. Keeney Big League Bowl	255.00	310.00
2. Bally Shuffle Champ	45.00	75.00	4. Keeney 4-Way Bowl	199.50	239.50
4. Bally Shuffle-Bowler	24.50	39.00	4. Rock-Ola Shuffle Jungle	29.50	59.50
4* Bally Speed Bowler	49.50	69.50	4. Rock-Ola Shuffle-Lane	24.50	30.00
4. California Shuffle Pins	25.00	40.00	1. Un. Dbl. Shuffle	50.00	79.50
4. ChiCoin Bango	15.00	49.50	1. United Shuffle Alley	24.50	39.50
6. ChiCoin Beacon	35.00	49.50	2. Un. Shuffle w/con.	29.50	49.50
4* ChiCoin Bowling Alley	45.00	59.00	4* Un. Shuffle Alley Exp.	40.00	75.00
4. ChiCoin Alley w/con.	49.50	79.50	4* Un. 2-play Express	75.00	169.50
4. ChiCoin Ace Bowl	95.00	160.00	4. Un. Sin Rebound	89.50	129.50
4. ChiCoin Bowl Classic	85.00	130.00	4* Un. Twin Rebound	169.50	225.00
4. ChiCoin Rebound	35.00	45.00	6. United Shuffle Skill	19.00	44.50
4. ChiCoin Baseball	35.00	95.00	2. United Super-Shuffle	24.50	39.50
4* ChiCoin Trophy	75.00	140.00	4. United Slugger	60.00	129.00
2. Exhibit Strike	45.00	89.50	4. United Skee Alley	50.00	139.50
4* Genco Shuffle Target	85.00	199.50	1* Un. 4-Player	255.00	275.00
4. Genco Bowling League	24.50	45.00	4* Un. 5-Player	275.00	305.00
4* Genco Glider	30.00	39.50	4. Un. Shuffle-Cade	179.50	189.50
4. Genco Baseball	49.50	79.50	4* Un. Twin Shuffle-Cade	175.00	250.00
4* Gottlieb Bowlette	24.50	59.50	1* Univ. Super Twin	99.00	155.00
4. Keeney ABC Bowler	39.50	60.00	4. Universal Twin Bowler	49.50	65.00
4. Keeney Line Up	22.50	34.50	1. Univ. HiScore Bowler	155.00	195.00
4. Keeney King Pin	55.00	85.00	4. Williams DeLuxe Bowler	34.50	49.50
4. Keeney Pin Boy	24.50	39.50	4. Williams Twin Shuffle	24.50	35.00
4. Keeney Ten Pins	24.50	45.00	4. Williams Single Bowler	25.00	28.50
4. Keeney Lucky Strike	35.00	75.00	3* Williams Dbl. Head	59.50	115.00
1* Keeney Dbl. Bowler	85.00	139.50			

CONFIDENTIAL PRICE LIST — ARCADE EQUIPMENT

6. Allite Strike 'N Spares	39.50	149.50	4. Jack Rabbit	95.00	109.50
4. Boomerang	45.00	85.00	4. Keeney Air Raider	95.00	125.00
4. Bally Big Inning	165.00	185.00	6. Keeney Anti Aircraft Br	15.00	25.00
4. Bally Bowler	175.00	189.50	6. Keeney Anti Aircraft Bl	15.00	50.00
6. Bally Convoy	47.50	95.00	4. Keeney Sub Gun	49.50	125.00
4. Bally Defender	95.00	125.00	4. Keeney Texas Leaguer	40.00	50.00
6. Bally Eagle Eye	39.50	49.50	4. Kirk Night Bomber	75.00	150.00
4* Bally Heavy Hitter	42.50	69.50	4. Lite League	49.50	75.00
6. Bally King Pin	35.00	45.00	4. Mutoscope Ace Bomber	95.00	110.00
6. Bally Lucky Strike	45.00	79.50	4. Muto. Atomic Bomber	100.00	150.00
4. Bally Rapid Fire	100.00	125.00	4. Mutoscope Dr. Mobile	95.00	150.00
6. Bally Sky Battle	49.50	95.00	4. Mutoscope Photomatic (Pre-War)	195.00	350.00
6. Bally Torpedo	49.50	75.00	4. Mutoscope Sky Fighter	85.00	125.00
4. Bally Undersea Raider	85.00	95.00	6. QT Pool Table	89.50	100.00
6. Bank Ball	59.50	150.00	4. Quizzer	75.00	100.00
6. Bowling League	35.00	49.50	6. Rockola Ten Pins LD	19.50	49.50
6. Buckley DeLuxe Dig	119.50	149.50	6. Rockola Ten Pins HD	25.00	49.50
6. Buckley Treas Is Dig	95.00	110.00	4. Rockola World Series	69.50	75.00
4. Champion Hockey	50.00	69.50	6. Scientific Baseball	49.50	75.00
4. Chi-Coin Basketball Champ	225.00	275.00	6. Scientific Basketball	59.50	75.00
4* ChiCoin Goalee	69.50	125.00	4. Scientific Batting Pr.	45.00	75.00
4. ChiCoin Hockey	69.50	75.00	4. Scientific Pitch 'Em	125.00	185.00
1. Chi Midget Skee	185.00	229.50	2* Seeburg Bear Gun	235.00	375.00
4* ChiCoin Pistol	69.00	149.50	4. Seeburg Chicken Sam	75.00	109.50
6. ChiCoin Roll-A-Score	39.50	75.00	4. Seeburg Shoot the Chute	49.50	75.00
4. Edelco Pool Table	49.50	75.00	6. Skee Barrel Roll	25.00	49.50
4. Evans Bat-A-Score	100.00	225.00	6. Skill Jump	25.00	39.50
6. Evans In The Barrel	30.00	52.50	6. Super Torpedo	25.00	79.50
4. Evans Super Bomber	50.00	100.00	4. Supreme Bolascore	40.00	100.00
4. Evans Play Ball	65.00	75.00	6. Supreme Skee Roll	20.00	75.00
4. Evans Ten Strike '46	49.50	99.50	6. Supreme Skill Roll	20.00	69.50
6. Evans Tommy Gun	49.50	100.00	4. Supreme Rocket Buster	45.00	75.00
1* Exhibit Dale Gun	59.50	89.50	6. Tail Gunner	49.50	89.50
4. Exhibit Gun Patrol	225.00	249.50	4. Telequiz	89.50	129.00
4. Exhibit Pony Express	350.00	395.00	4. Un. Team Hockey	99.50	115.00
6. Exhibit Rotary Mdsr.	175.00	275.00	6. Warner Voice Record	49.50	69.50
1* Exhibit Silver Bullets	110.00	165.00	4. Western Baseball '39	40.00	50.00
4* Exhibit Six Shooter	195.00	225.00	4. Wetsern Baseball '40	60.00	85.00
6. Exhibit Merchantman Roll Ch Digger	85.00	99.50	6. Whizz	15.00	29.50
4. Exhibit Vitalizer	75.00	95.00	4. Wilcox-Gay Recordio	119.50	150.00
6. Genco Bank Roll	24.50	65.00	4. Williams All Stars	79.50	109.50
6. Genco Play Ball	29.50	65.00	6. Williams Box Score	39.50	65.00
6. Groetchen Met. Typer.	79.50	149.50	4* Williams Star Series	85.00	139.50
6. Hoop-A-Roll	24.50	49.50	4. Williams Quarterback	45.00	100.00
			4. Wurlitzer Skeeball	125.00	150.00

This Week's Used Market

Most of the games in the used machine market continued to react in the pattern established in last week's trading. Activity maintained a constant level and the price ranges did not record any important fluctuations. This already established level represents a healthy situation in the market and the prospects point to a further increase which would put used machines in a very high position.

The pin section remained the most active member of the used equipment with all types of games enjoying the action. Old and new machines, with a greater emphasis on the newer games, drew quite well this week.

The music division also behaved in a similar manner with very little change taking place when compared to last week's bartering. The perennial sellers such as the Wurlitzer 1100 and 1015 continued to draw heavy action.

Shuffles and arcades were quite indicative of the action of the whole used machine field. There was little change, however, the existing prices and action puts these two divisions in the category of the pin items which are always considered a healthy market.

The following was the most active equipment in this week's used market:

Most Active Used Music

Held—Wurlitzer 1015	$135.00-$295.00
Down—Wurlitzer 1017 Hideaway	135.00- 250.00
Held—Wurlitzer 1100	310.00- 450.00
Held—Wurlitzer 1008	145.00- 225.00
Up—Wurlitzer 1250	475.00- 500.00
Down—Seeburg 146S	110.00- 175.00
Held—Seeburg 146M	110.00- 187.00
Down—Seeburg 147S	149.00- 179.50
Held—Seeburg 147M	150.00- 225.00
Held—Seeburg 148ML	265.00- 325.00
Held—Seeburg M-100-78	700.00- 775.00
Held—Rock-Ola 1422 Phono ('46)	85.00- 145.00
Held—Packard Pla Mor Wall & Bar Box	7.95- 22.00
Down—AMI Model A '46	250.00- 345.00
Down—AMI Model B '48	399.50- 450.00
Held—AMI Model C	475.00- 525.00

Most Active Used Pin Games

Up—A.B.C. (Un 5/51)	$250.00-$300.00
Held—Bank-A-Ball (Got)	89.50- 119.50
Held—Bowling Champ (Got 2/49)	57.50- 89.50
Held—Bright Lights (B 5/51)	265.00- 395.00
Up—Bright Spot (B 11/51)	350.00- 450.00
Held—Canasta (Ge 7/50)	69.50- 119.50
Down—Champion (B '48)	50.00- 149.50
Held—Citation (B '48)	40.00- 109.00
Down—Gold Cup (B '48)	20.00- 74.50
Down—Hayburner (Wm 7/51)	245.00- 275.00
Held—Hot Rods (B '49)	65.00- 124.50
Up—Jockey Special (B '47)	39.50- 55.00
Held—Knockout (Got 1/51)	99.50- 149.50
Up—Lite-A-Line (K 6/51)	175.00- 225.00
Down—Photo Finish	69.50- 119.00
Held—Special Entry	25.00- 50.00
Held—Thing (CC 2/51)	59.50- 119.50
Down—Tri-Score (Ge 1/51	65.00- 119.00
Down—Turf King (B 6/50)	150.00- 299.50
Held—Winner (Univ.)	125.00- 249.50
Held—Wisconsin (Un 3/48)	25.00- 49.50

Most Active Used Shuffles

Held—ChiCoin Bowling Alley	$ 45.00-$ 59.00
Held—ChiCoin Trophy	75.00- 140.00
Held—Genco Shuffle Target	85.00- 199.50
Held—Genco Glider	30.00- 39.50
Held—Gottlieb Bowlette	24.50- 59.50
Up—Keeney Dbl. Bowler	85.00- 139.50
Held—Keeney League Bowl	210.00- 245.00
Held—Un. Shuffle Alley Exp.	40.00- 75.00
Held—Un. 2-play Express	75.00- 169.50
Held—Un. Twin Rebound	169.50- 225.00
Up—Un. 4-player	255.00- 275.00
Held—Un. 5-player	275.00- 305.00
Held—Un. Twin Shuffle-Cade	175.00- 250.00
Up—Univ. Super Twin	99.00- 155.00
Up & Down—Williams Dbl. Head	59.50 115.00

Most Active Used Arcade Equipment

Held—Bally Heavy Hitter	$ 42.50-$ 69.50
Held—Chi-Coin Goalee	69.50- 125.00
Held—Chi-Coin Pistol	69.00- 149.50
Up—Exhibit Dale Gun	59.50- 89.50
Up—Exhibit Silver Bullets	110.00- 165.00
Held—Exhibit Six Shooter	195.00- 225.00
Down—Seeburg Bear Gun	235.00- 375.00
Held—Williams Star Series	85.00- 139.50

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F. O. B. factory.

AMI, INC.

Model D-40 Phonograph	$795.00
Model HS-SM Hideaway	575.00
5c-10c Wall Box (40 Selections)	59.50
5c Wall Box (40 Selections)	53.50
Amivox Speaker	27.50

BALLY MFG. CO.

Shuffle Line	$439.00
Futurity	735.00
Spot-Lite	629.50
Atlantic City	

CHICAGO COIN

King Pin	$399.50
Band Box (New Model)	229.50
4 Player Derby	550.00

H. C. EVANS & CO.

Century Phono 100/45	$1050.00
Jubilee Phono 40/45	825.00
Jubilee 40/78	795.00
Push-Over	385.00

THE EXHIBIT SUPPLY CO.

Jet Gun	$379.50
Big Bronco	997.50
Silent Salesman (Card Vendor)	79.50

D. GOTTLIEB & CO.

Hit & Run	$329.50

INTERNATIONAL MUTO. CORP.

Photomat '52	

J. H. KEENEY & CO., INC.

De Luxe League Bowler	$469.50
6-Player League Bowler	469.50
4-Way Bowler (conv.)	399.50
6-Player Rebound (conv.)	409.50
All-Electric Cigarette Vendor	269.50
All-Electric Cigarette Vendor with Changemaker	287.00

ROCK-OLA MFG. CORP.

Super Rocket '52-50 Phonograph (Model 1434)	$945.00
Model 1538, 5c-10c-25c Wall Box	59.50
Model 1536, 5c Wall Box, 23 Wire	39.50
Model 1424 Playmaster	440.00

RISTAUCRAT, INC.

S-45 Phonograph	$289.50

UNITED MFG. CO.

Six Player De Luxe Shuffle Alley	$485.00
Bolero	595.00
Steeple Chase	595.00

WILLIAMS MFG. CO.

Williams De Luxe World Series	$525.00
Slug Fest	295.00

THE RUDOLPH WURLITZER CO.

Model "1400" Phonograph	
Model "1450" Phonograph	
Model 1500 Phonograph	
Model 4851 5c-10c-25c Wall Box (48 Selections)	
Model 5204 Wall Box 5c-10c-25c (104 Selections)	
Model 5100 8" Speaker	
Model 5110 12" DeLuxe Speaker	

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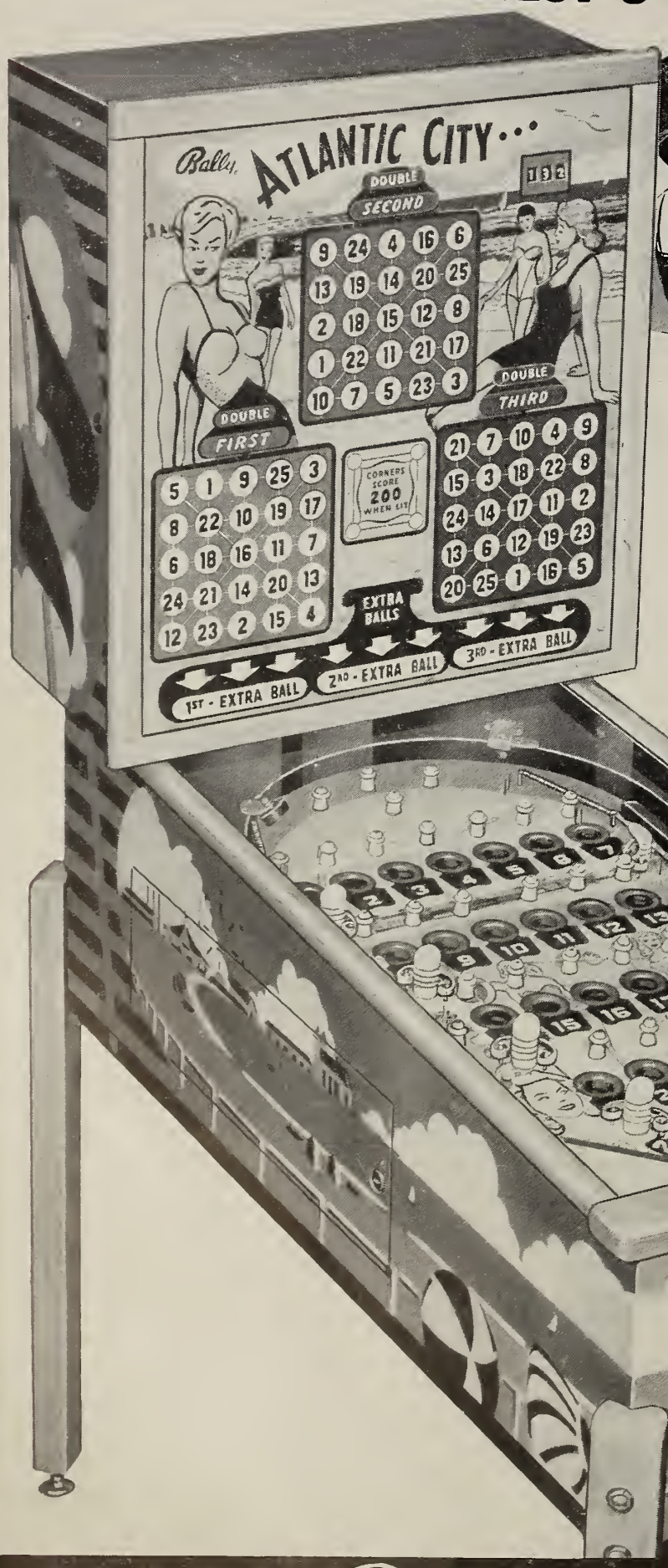

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